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Logistics
Association

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Also in this Issue:

- Lite Foods Marketing
- Tobacco Marketing
- Seafood Merchandising

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Marketers Turn on the Lite



BY KATHY BOYLE

With the U.S. military setting the pace for lower sugar, sodium, caffeine, fat and cholesterol levels in the foods they eat, Americans generally are turning in vast numbers to new "lite" foods. Manufacturers are increasingly devoting research and marketing dollars to new product lines that satisfy the explosive demand for these "lite" foods. Product offerings today range from new frozen entrees to "lite" spices. And the list continues to grow . . .

he current trend to eat "lite" and drink "lite" began about ten years ago. Miller Brewing plunged full steam ahead into what was previously the full-bodied beer market. Low-calorie beers, until just a decade ago, were the domain of women and softies.

With the national rollout of Miller "Lite" came the blitz of national advertising featuring retired athletes and others who changed the beer market forever. And it didn't take food manufacturers long to follow.

Products familiar to dieters for years suddenly appeared with new labels and new advertising. Today there are "better for you" foods in virtually every product category in the supermarket.

The trend toward "lite" foods can best be explained as a trade-off. "If I give up a little here, I'll be able to splurge over there," is the current thinking.

Nowhere is this more evident than recent media campaigns. A perfect example is the popular TV ad with Cathy Lee Crosby enviously eyeing a tempting piece of cake. She explains why she uses a low-

calorie sweetener in order to enjoy some cake now and again. People don't want to starve themselves and give up all the foods they enjoy. Instead they may select chicken rather than beef, use a lite salad dressing, or ask for a diet soda rather than a full-calorie variety. In return they can "munch out" once in a while on calorie-crammed, cream-filled eclairs.

The new thinking is transforming supermarket stock assortments as increasing numbers of new "lite" products make their way onto grocery shelves. In the latest *Progressive Grocer* Annual Report on Supermarkets, 40 percent of the retailers surveyed listed low-calorie, dietetic and low sodium-oriented products as their most successful items last year. The list includes NutraSweet products, low-calorie and caffeine-free carbonated beverages, sugar and or salt substitutes, and salt-free items. In addition, *New Product News* reported that more than 15 percent of new product growth occurred in the low-calorie, dietetic and low-sodium categories in 1983.

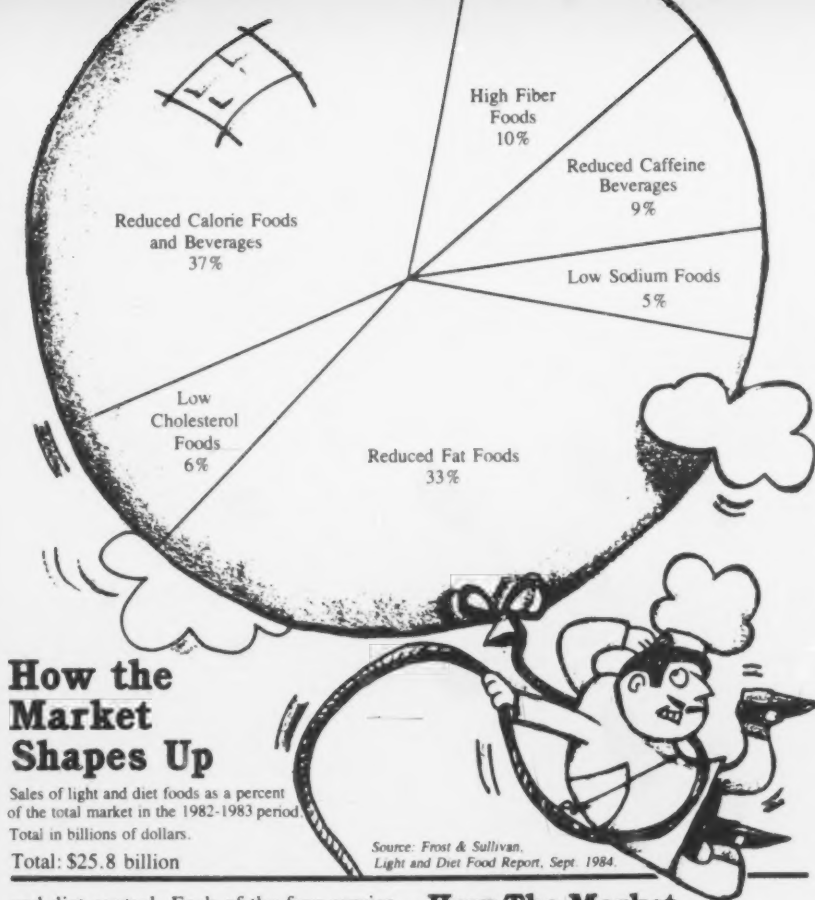
Military Backs Good Health

For the military, the health and fitness craze has always been a passion. But never more so than today. The military leadership is solidly behind programs to "get out the fat."

Today's health consciousness includes "back to basics" training, even for the higher ups and those with desk jobs who traditionally aren't hassled with exercise

Kathy Boyle is a Washington, D.C.-based freelance writer specializing in club, foodservice and retail grocery subjects. She is also a frequent contributor to Interservice magazine.

ILLUSTRATION BY ROBYN EWING



and diet control. Each of the four service branches has its own regulation on weight.

"In the Army, if an individual is identified as having a weight problem, they are counseled by a physician and a program of diet and fitness is diagnosed," explains Major Robert N. Mirelson, an Army spokesman. "If improvement is not forthcoming, as has been the case with some individuals, there have been instances of personnel actually being kicked out of the military," he says.

In their hopes of reaching beyond the mess hall, the Army has extended its fitness program to reach the soldier's family. "We have three diet and exercise manuals—one for the individual, one for the unit, and, more recently, a manual for the family," Mirelson points out. The information program is significant because it encourages the entire military household to eat a more balanced diet, altering the military consumer's shopping patterns at the commissary.

Although the new American passion is to be in the best of health and in peak physical condition, marketers recognize that the trend is no passing fad for the military. Current pressure on the entire military community to reexamine food consumption patterns can only mean that lite food marketing opportunities will continue to blossom.

How The Market Shapes Up

Lighter and healthier foods easily make up the fastest-growing segment of the food retail industry, accounting for a vigorous 9 percent of total sales. At the core of the "lite" foods category are products considered low in either calories, caffeine, cholesterol, fat or sodium.

The frozen entree category has seen a surge of international entries, especially Oriental varieties.

The impressive gains in the lite category are dependent on a successful merchandising strategy, which marketers generally agree should find lite foods mingled in with their regular non-lite counterparts.

"We always suggest selling our low-sodium soups next to the regular soups," says James H. Moran, a senior manager at Campbell Soup. Another suggested alternative is to create a special or separate section for either diet or lite foods. Con-

sumers may not consider themselves on a diet and may therefore forget to check a separate diet section.

When confronted with a side-by-side choice, however, consumers may weigh the merits of a "trade-off," opting instead for a lite food selection. The obvious drawback to this merchandising approach, from the marketer's point of view, is that it openly invites price comparison.

The rush to keep pace in the lite market has forced some food marketers to reformulate their regular product lines. The intense competition has also led to the creation of entirely new products. When the decision was made to introduce a new line of low-sodium soups, "We reduced sodium in 40 of our regular soups," Campbell's Moran explains. "And we spent over \$6 million revamping our Swanson TV dinners, which had never changed since the 1950's. We reduced sodium, fat, and calories, substituting rice for french fries in some cases, or reducing some of the gravy in other dinners," he says of the Swanson line which is not specifically marketed as lite.

Taste, Price Decide Choice

According to consumer test panels, taste is an important influence in lite food purchasing decisions. "Taste is a very sharp concern," notes Mona Doyle, president of Consumer Network. "Although the consumer is willing to spend for flavor, there is a wide misunderstanding among consumers as to why products advertising 'less' cost more," she says.

Consumer Network uses consumer panelists in its research and, according to Doyle, found "panelists think items packed without sugar should cost less than items packed with sugar. They're constantly irritated by the fact that light fruits and diet sodas cost more than their sugar-based equivalents."

The backlash of this consumer attitude has taken its toll on low calorie and low fat snack introductions from Wise Foods, part of the Borden Snack Group. Borden's snack operations since early 1983 have been marketing the Wise Lite-Line group of snacks, including Lite-Line Potato Chips, Lite-Line Cheese Puffs and Lite-Line Cheese Flavored Tortilla Chips. The products have one-third less fat and fewer calories than their regularly formulated counterparts.

Although the products had the built-in benefit of Borden's success in selling lite cheese, yogurt and cottage cheese, the company's marketing director, Ed Rutland, admits that "the products have only turned in an above-average performance, not nearly as well as we'd hoped," he says. According

to Rutland the product is more expensive to manufacture and, as a result, a decision was made to go with a premium price.

Rutland speculates that "dieters tend to remove snack foods from their grocery lists altogether, ignoring the category when they are shopping. If they do notice the lite alternative, the premium price may discourage them."

Other manufacturers are taking Borden's cue by conducting extensive testing before rushing into a product category. "You might get excited by what research indicates people 'say they want,'" Rutland observes, "but for lite foods, success may depend on the specific category. Although lite beers and lite soft drinks did well, lite wines didn't," he explains.

High Ticket Entrees Show Growth

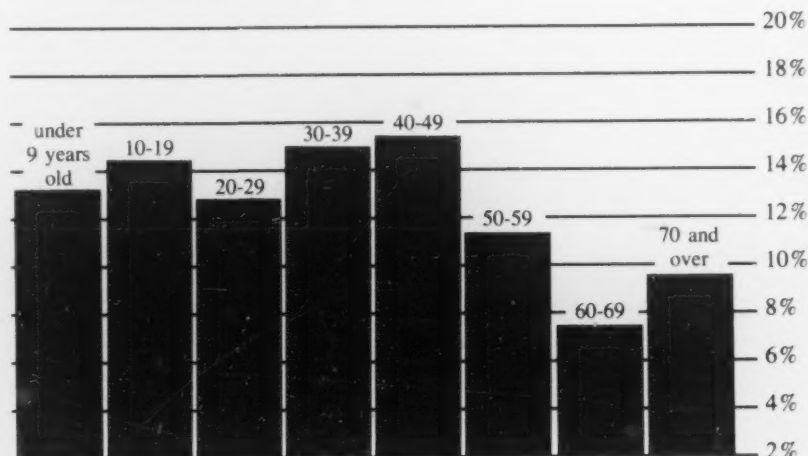
High ticket frozen entrees have gained strength over the past several years with an emphasis on the "light and good for you" promotion approach. Stouffer carried the torch and ignited the explosion of calorie-control premium frozen entree sales. Their Lean Cuisine, nationally distributed since 1982, revitalized the category originally created by the Weight Watchers line. In 1983 the category pushed annual sales over the \$400 million mark.

It is at these crossroads where the opposing trends, nutritious and healthy foods against gourmet foods, begin to mingle. In the lighter premium frozen entrees, quality is the big story. "Lean Cuisine, although calorie controlled, is designed to offer the taste, quality and general appeal of other Stouffer products,"

Aging America:

Source: U.S. Census Bureau

The Changing Population Mix in the U.S.



2000
U.S. Population: 267,990,000

says Stouffer's Margarite Dannemiller in explaining the products' success.

"We've learned that Lean Cuisine is being used for a number of medical diets besides weight loss," Stouffer's Dannemiller explains, "including some sodium restricted diets and diabetics." She cautions, however, that it would be difficult to specifically label entrees as being recommended for restricted diets because they are a combination of meat, rice and sauce, and might not meet stringent labeling requirements.

What Stouffer did on a broad scale many others are imitating. Most recently, the frozen entree category has seen a surge

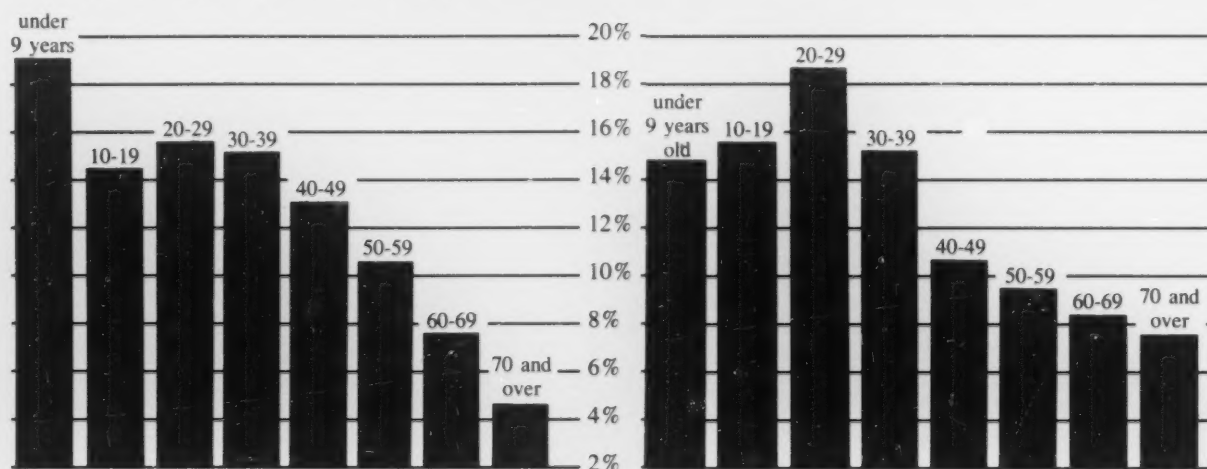
of international entries, especially oriental varieties, coming from companies ranging from Swift's International Entrees to Chun King's oriental chickens. From efforts to extend its offering of oriental entrees, of course, comes Green Giant's oriental stir-fry vegetable line.

Appeal to the Aging

There are other factors at work in the current demand for lite foods quite apart from the fitness craze. The American population is aging at a rate so dramatic that health-conscious senior citizens nearly outnumber teenagers. And the transformation has taken place in little more than a

U.S. population age composition: 1950-2000

Source: U.S. Census Bureau



1983
U.S. Population: 236,413,000

1950
U.S. Population: 150,677,000



Shelf tags for the Nutri-Scan program use coded-colored squares to tell consumers whether foods are low, moderate or high in calories, fat and sodium. They also note if sugar is added.

generation (see accompanying tables).

No longer is youth the major buying influence in the country. The percentage of Americans between the ages of 25 and 44 has surged. The trend is clearly toward a steadily "older" America. As the children of the baby boom generation continue to alter demographic patterns, so will the number of Americans on restricted diets increase.

One company reaping benefits from restricted diets, in more ways than one, is Herb-Ox. The company has thus far introduced three low-sodium broths—beef, chicken and vegetable. According to Herb-Ox chemist Alan Albert, "We used potassium chloride as a substitute for sodium chloride in the new products." The high potassium content appealed to dieticians at nursing homes and hospitals who quickly picked up on the new broths, at once increasing orders for the broths and delivering an additional source of potassium for older patients, often in need of increased potassium since some medicines reduce their natural levels.

Retailers Highlight the Lite

Several retailers have experimented with programs to give special identification and identity to lite foods. First National Supermarkets (Maple Heights, OH), for example, has developed a Nutri-Scan program that integrates special diet products with its regular selections in 57 stores.

The Nutri-Scan system employs shelf tags to capture the busy shopper's attention. What's more, the tags were specially designed to catch attention in 30 seconds or less.

The tags are imprinted with three separate "content" boxes: calories, fat and sodium, and sugar added. If a box is fully colored in, for example, the product is high in that particular content category. If the box is empty the reverse is true.

In the Washington, D.C. metropolitan area the Giant Food chain began testing another program in March 1981 dubbed Special Diet Alert. The Giant program was carried out in cooperation with the Food and Drug Administration. The thrust of Giant's efforts aimed at identifying products low in either cholesterol, fat, sodium or calories with easy-to-use shelf labeling. Today, Giant's shelf labels alert customers if the product is low in cholesterol, sodium or calories in a designated area on the unit price label.

About a year ago the U.S. Army Troop Support Agency (USATSA) initiated a

In-store demonstrations have given new lite products a boost to win consumer acceptance.

"Fit to Win" shelf labeling program in its commissary stores. The program does not include every product low in sodium or calories but it does attempt to identify some products, especially some of the

newer low sodium and low calorie products, to bring them to the attention of shoppers.

A shelf label with the Fit to Win logo is attached to the shelf in front of the product, highlighting whether the product is low in sodium or low in calories. In addition to the Fit to Win program the Army has talked to the Food and Drug Administration about various other labeling programs, such as the one initiated at Giant Food, but currently there is nothing definite in USATSA's planning.

Other retailer labeling programs employ techniques ranging from an offering of their own house brand lite selections to distribution of pamphlets suggesting recipes and menus for special diets.

Categories Gain New Life

It was once thought that fruits packed in heavier syrups were of higher quality and, consequently, were more desirable. Today, however, canned fruits of virtually every variety are undergoing change to reflect a new consumer demand. Health-conscious consumers want to see a wider selection from which to choose, particularly in the amount of sugar added, and this pressure has led to the availability of ever-increasing numbers of new canned fruit items.

There are now several category segments, ranging from fruits packed in lighter syrup to fruits packed in water to fruits packed with artificial sweeteners. Regardless of their in-pack medium, lite fruits have clearly caught on with consumers to become a booming category.

Del Monte, Dole and Libby Lite (now owned by Tri-Valley Growers of California) all have strong contenders in the lite fruit field. For a category that was ailing because dieters and health-conscious consumers increasingly turned to fresh produce, lite has returned some excitement to canned goods aisles. The apparent success with consumers, according to research done several years ago by Libby, is that the word Lite in the name is the key.

Diet fruit products had been on the market for years, but consumers were not as tempted by diet products as those labeled Lite.

It shouldn't surprise anyone that reduced calorie salad dressings fit into today's health-conscious lifestyle. Each passing week makes it more difficult to keep up with the flood of new products in this category. To achieve fewer calories, most of these new products contain either artificial sweeteners or reduced oil content.

Another category in the midst of change is canned tuna. Ralston Purina, manufacturers of Chicken of the Sea brand tuna,

Unraveling the Labeling Mystery

To assure that foods honor their low or reduced calorie claims, the Food and Drug Administration requires manufacturers to meet specific limits on calorie content. This helps consumers shopping with weight control in mind to choose products that represent genuine calorie reductions. FDA's rules, which took effect on July 1 five years ago, apply to any food its maker claims to be useful in maintaining or reducing body weight or caloric intake.

Under FDA's regulations a food can be labeled "low calorie" only if a single serving supplies no more than 40 calories, and also contains no more than 0.4 calories per gram (28.4 grams = 1 ounce).

In order to be labeled "reduced calorie" a food must be at least one-third lower in caloric content than a similar food in which calories are not reduced; additionally, it must not be nutritionally inferior to the unmodified food. Products labeled as either low or reduced calorie must also bear nutrition labeling information.

Labeling on foods naturally low in

calories, such as mushrooms, are not permitted to use the term "low calorie" immediately before the name of the product. For example, mushrooms could not be labeled "low calorie mushrooms" because it would suggest they're lower in calories than other mushrooms. They could, however, be labeled "mushrooms, a low calorie food."

Other foods normally eaten in small amounts, salad dressing for example, where they contain relatively few calories, cannot be labeled "low calorie" unless they yield less than 0.4 calories per gram. To be labeled "reduced calorie" this type of food must have at least one-third fewer calories than regular salad dressing.

If a food label suggests that calories have been cut it must back up that claim with numbers. Also, a reduced calorie food that does not smell and taste in most respects like the food for which it is offered as a substitute, for instance, canned pears in unsweetened water as opposed to canned pears in heavy syrup, must also be labeled with information about any differences that exist.

A food labeled "sugar free" or "sugarless" which is not low or reduced in calories must say so on the label. For instance, a sugar-free candy may contain sorbitol, a sweetener with the same caloric content as sugar.

A food aimed specifically at diabetics must bear the statement: "Diabetics: This product may be useful in your diet on the advice of a physician. This food is not a reduced calorie food." If the food does offer calorie savings, however, the last sentence may be eliminated. A food cannot be labeled "dietetic" or "diet" solely on the basis that it might be useful for diabetics. The reasoning is that this could be misleading to people seeking low or reduced calorie foods.

If the words "light" or "lite" appear on the label chances are that the product is low or reduced in calories. However, "light" can refer to other properties of food besides calories—"light cream" containing less milk fat, for example.

Consumers can usually determine whether a light food offers calorie savings by reading the label carefully.





The military's initiatives will provide information to pack alongside product in the shopping cart.

today offers three special tuna varieties: 50 percent less salt, tuna packed in water, and new lite tuna with half the calories of the regular tuna.

The lite tuna introduced 18 months ago by Ralston Purina is beyond the test stage and is now positioned for continuing steady sales. The company saw the consumer trend and responded with a choice for consumers all its own.

To help consumers adjust to the different taste of the new tuna the company provided consumers with menu, recipe and serving suggestions. Some recipes suggest substituting herbs and spices—such as rosemary, pepper, curry, bay leaf, mustard powder or garlic—for the familiar taste of salt.

In-store demonstrations have given many new lite products the boost that's needed to win consumer acceptance. When Campbell Soup introduced its low-salt soup line, consumers who could stick with the soup for a few samplings were found to eventually prefer the low-salt choice.

In the deli department, traditionally a dangerous area for anyone on a salt restricted diet, several new low-sodium

offerings have made their entrance. Hormel's Light and Lean luncheon meats are one of the latest and most popular low-sodium alternatives.

Diet Soft Drinks Sizzle

In its first year on the market, Diet Coke became the fourth best-selling brand in the entire soft drink category, making it the most successful new product introduction in history. Today Diet Coke has moved up yet another notch to capture third place among all soft drinks.

The diet category is where the sizzling new growth will be among soft drink beverages. In fact, many market observers expect the diet soft drink market to grow annually at about a 10 percent rate com-

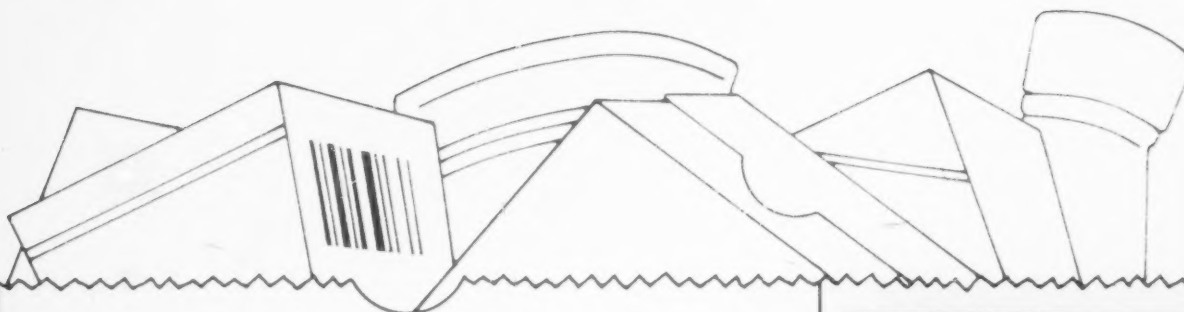
pared to a 2-3 percent growth rate for the entire category. Diet drinks currently make up about 20 percent of the overall soft drink industry.

Growth...With Caution

Today's penchant for fitness is not likely to fade away overnight. But neither is the average consumer's willingness to sacrifice taste or quality. In certain product categories lite foods will thrive. In others there will be trade-offs. Consumers may be willing, as Cathy Lee Crosby suggests, to sacrifice in one category to eat a luscious dessert in return.

Finally, as the median age of the population continues to ratchet upwards (and the number of retired military increases) exerting its profound influence on retailers, aging Americans will increasingly demand more information about all food products.

The military's initiatives for commissary shelf labeling programs, now in place or in the advanced planning stage, may provide the special information military consumers will want to pack alongside product in the shopping cart. ■



4th Annual Commissary Sales Report

BY ALAN GOLDSTEIN

This issue marks the fourth successive year *Interservice* magazine has published year-end sales reported by military commissary stores. With each passing year this "commissary sales report" has fixed itself in the minds of military marketers and their commissary management counterparts as an indispensable, "must have" *Interservice* feature.

Before work began on this year's report for fiscal year 1984 (October 1, 1983 to September 30, 1984), it was determined that a listing of commissary stores and their respective sales figures alone would not deliver a sufficiently detailed picture of commissary store sales and performance. The sales figures do not show, for example, that although an Army-operated commissary in Europe posted a total FY84 sales of \$14 million, it had all it could do to keep up with its customers, reporting average monthly sales of \$639 per square foot of selling space. This year's report therefore includes figures for the sales area and average monthly dollar sales generated by each individual commissary's selling space. For purposes of comparison and cross-reference, *Interservice* also ranks individual stores within each service branch by this average monthly productivity measure.

Numerous other additions and refinements have been made to add depth and meaning to this special report. The store-by-store sales tables, for example, now feature completely extended ACV (all commodity volume) data by store, by regional or complex area, and by CONUS

Alan Goldstein is the ALA's director of information and research. He is also editor of Interservice magazine.

and overseas. The ACVs for CONUS stores are based on CONUS sales only. All commissary stores located outside the 48 continental United States are reported overseas with their respective "overseas" ACVs. For quick reference, *Interservice* also ranks individual stores within each service branch by ACV.

Coupon redemption data add yet another new dimension to this year's *Interservice* report. Separate tables show the total number and dollar value of all commissary coupon redemptions, and the respective figures are broken down to indicate distribution patterns by CONUS, overseas and worldwide. The coupon data are of particular value today because commissary managers are placing a much greater emphasis on their more widespread distribution and redemption in remote CONUS and overseas areas.

It will already be obvious to many that the sales figures published on the pages that follow have an intrinsic value far beyond their dollar totals (see "ALA Viewpoint" in this issue). To those who use these figures to calculate their share of the sales pie, attempting to measure the effectiveness of their sales, marketing and distribution efforts against those of a competitor, the dollar amounts largely speak for themselves. Here their chief purposes are to assist management in their efforts to more accurately target future objectives and, of course, to capture greater profits from an increased share of commissary store sales.

To commissary store management, however, the figures tell a different story. They speak not of "profits" or "shares" but of service to the millions of military men and women, their dependents, retirees and other eligible patrons who look to "their commissary" as the only means of stretching their already scarce disposable food dollar.

The commissary store manager is not without a performance incentive in the absence of traditional profit measures. Once again consider the commissary store in Europe, several thousand miles away from its source of supply, operating out of a WWII-era building constructed for another time and purpose, and occupying but 1,836 square feet of selling space. It's difficult to argue that the commissary store team in Wiesbaden is not sensitive to the needs of its patrons when it reports an astounding (some might say numbing) \$639 as its average monthly FY84 sales for each of those 1,836 square feet. In short, the figures presented here also indicate the efficiency and productivity of the various commissary services. In the absence of rhetoric they clearly demonstrate

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why commissary stores are among the most cost-effective government investments of taxpayer dollars. The commissary systems do not cost, they pay.

Since the five-percent commissary surcharge is excluded from the figures reported by *Interservice* there is another way to demonstrate the true dimensions of commissary service and savings. Army commissary patrons, for example, saved roughly \$48.4 million in FY84 by taking advantage of voluntary price reductions on special promotional items, by redeeming manufacturers' cents-off coupons, and by shopping at locally sponsored warehouse caselot sales. The savings represented four percent of total Army FY84 grocery sales, which means that for every five cents paid in surcharge, four cents were returned to patrons through extra savings. Comparable figures from the Air Force, Navy and Marine Corps also highlight the fact that, regardless of their service stripe, patrons everywhere enjoy

additional price savings to largely offset their surcharge payments.

Also published for the first time with this report is a by-service breakdown of how FY84 surcharge dollars were expended for construction programs, operating and office supplies, utilities, maintenance and services, and store equipment. Many who do not understand the commissary systems are unaware that these expense items are paid for by the systems themselves. The table published in *Interservice* will serve as a valuable aid in dispelling this and other erroneous myths. ■

The ALA is indebted to the four service branches covered in this report for their invaluable cooperation and assistance. The data reported are from official sources at the Air Force Commissary Service, Marine Corps headquarters, Navy Resale and Services Support Office, and U.S. Army Troop Support Agency.

All-Service Commissary Sales—FY84

CONUS

\$3,624,838,733
(=100%)

Air Force \$1,718,753,901/47.4% +2.2	
Army \$1,137,916,959/31.4% +2.2	
Navy \$630,984,124/17.4% +6.3%	
Marine Corps	\$137,183,749/3.8% +11.3%

Overseas

\$950,397,107
(=100%)

Air Force \$341,478,117/35.9% +1.5	
Army \$452,058,073/47.6% +2.4	
Navy \$142,993,073/15.1% +14.8%	
Marine Corps	\$13,867,842/1.4% +4.6%

Worldwide

\$4,575,235,840
(=100%)

Air Force \$2,060,232,018/45.0% +2.1%	
Army \$1,589,975,032/34.8% +2.2%	
Navy \$773,977,199/16.9% +11.6%	
Marine Corps	\$151,051,591/3.3% +10.6%

Note: The percent figures shown in italics represent the respective sales shares of total worldwide commissary sales. The remaining percent figures shown represent sales changes versus FY83.

All-Service Commissary Grocery Sales Distribution—FY84

CONUS

\$178,621,565
(=100%)

Air Force \$82,951,344 46.4%	
Army \$48,112,982 27.0%	
Navy \$39,715,926 22.2%	
Marine Corps	\$7,841,313 4.4%

Overseas

\$50,051,258
(=100%)

Air Force \$18,024,759 36.0%	
Army \$21,783,486 43.5%	
Navy \$9,324,497 18.7%	
Marine Corps	\$918,516 1.8%

Worldwide

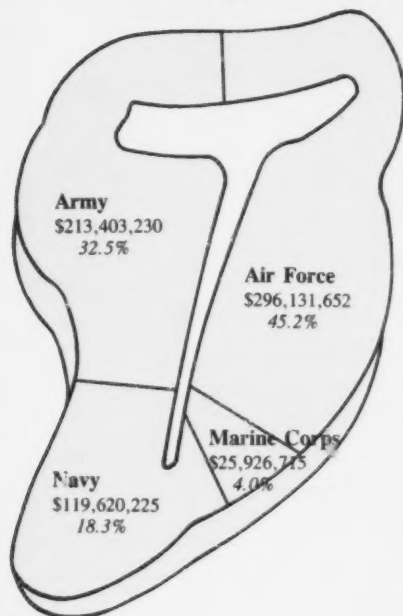
\$228,672,823
(=100%)

Air Force \$100,976,103 44.2%	
Army \$69,896,468 30.6%	
Navy \$49,040,423 21.4%	
Marine Corps	\$8,759,829 3.8%

All-Service Commissary Meat Sales Distribution—FY84

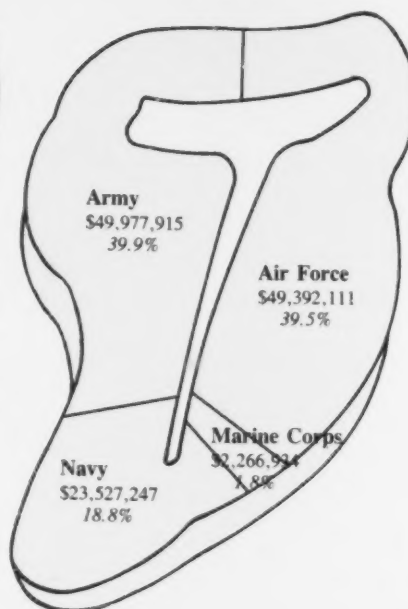
CONUS

\$655,081,822
(=100%)



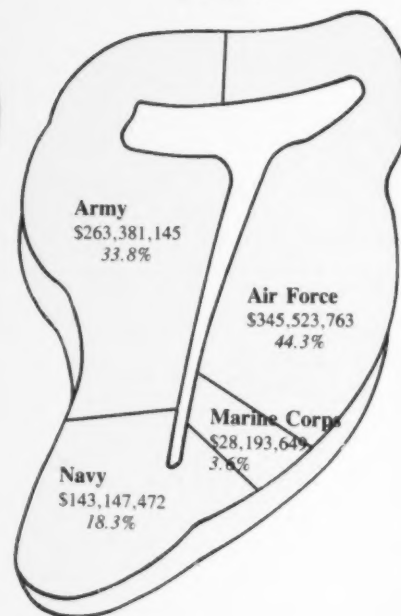
Overseas

\$125,164,207
(=100%)



Worldwide

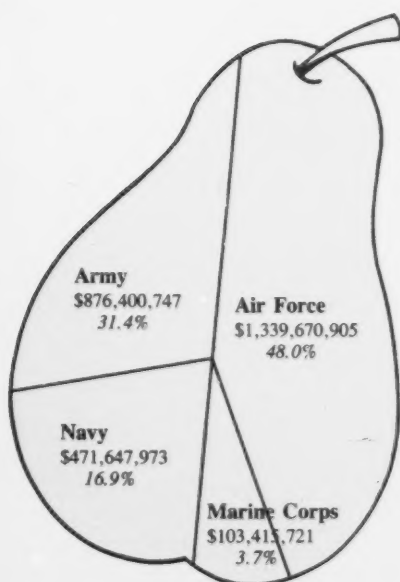
\$780,246,029
(=100%)



All-Service Commissary Produce Sales Distribution—FY84

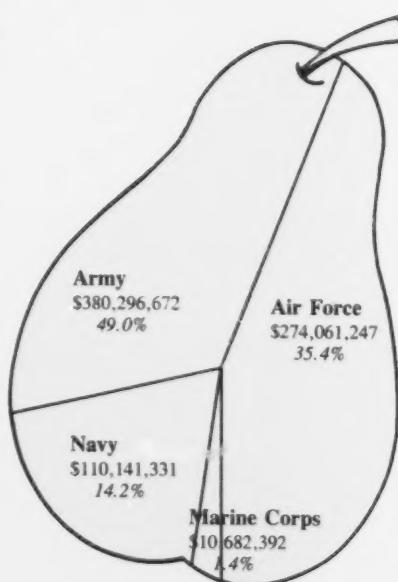
CONUS

\$2,791,135,346
(=100%)



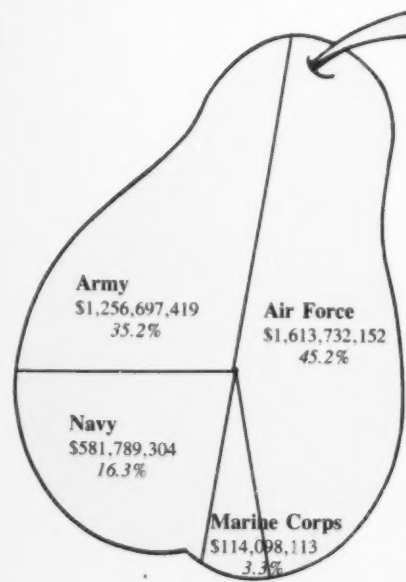
Overseas

\$775,181,642
(=100%)



Worldwide

\$3,566,316,988
(=100%)



All-Service Commissary Coupon Redemptions — FY84

CONUS

	Number	% Share CONUS	% Share Worldwide	\$ Value	% Share CONUS	% Share Worldwide
Air Force	70,109,327	48.5	46.6	20,332,458	51.7	49.9
Army	41,800,000	28.9	27.8	10,486,057	26.7	25.7
Navy	27,959,492	19.4	18.5	7,190,556	18.3	17.6
Marine Corps	4,664,133	3.2	3.1	1,292,744	3.3	3.2
CONUS Totals	144,532,952	100.0%	96.0%	\$39,301,815	100.0%	96.4%

Overseas

	Number	% Share Overseas	% Share Worldwide	\$ Value	% Share Overseas	% Share Worldwide
Air Force	3,580,943	60.0	2.4	945,273	65.0	2.3
Army	1,700,000	28.5	1.1	331,071	22.7	.8
Navy	436,604	7.3	0.3	110,899	7.6	.3
Marine Corps	254,133	4.2	0.2	68,877	4.7	.2
Overseas Totals	5,971,680	100.0%	4.0%	\$1,456,120	100.0%	3.6%

Worldwide

	Number	% Share Worldwide	\$ Value	% Share Worldwide
Air Force	73,690,270	—	21,277,733	—
Army	43,500,000	—	10,817,128	—
Navy	28,396,096	—	7,301,455	—
Marine Corps	4,918,580	—	1,361,621	—
Worldwide Totals	150,504,946	—	\$40,757,937	—

Note: Data reported for Army commissaries do not reflect actual geographic distribution of coupon redemptions since official figures are reported by commissary region, with many stores in certain regions actually operating overseas but reported in CONUS data, and vice-versa.

All-Service Commissary Surcharge Expense Distribution—FY84

Total surcharge sales dollars	AFCOMS \$99,866,000	USATSA \$78,100,000	NAVRESSO \$38,718,637	Marine Corps \$7,915,000
% surcharge \$ distributed to:				
Construction	36.3	18.4	21.8	38.4
Operating & office supplies	18.9	16.5	16.4	21.7
Utilities	13.1	12.3	22.2	20.7
Maintenance & services	9.2	14.9	14.8	18.4
Store equipment	10.7	13.6	23.8	0.8
Total	88.2%¹	75.7%²	100.0%	100.0%

Notes: Details may not add to 100 percent due to rounding. Expense from transportation, linens/uniforms, and other like expense items is included in data for maintenance & services. Surcharge sales dollars exclude revenue from other sources (e.g., salvage and cardboard sales and cash discounts from suppliers).

¹ The difference of 11.8 percent represents obligated surcharge funds carried forward to FY85.

² The difference of 24.3 percent represents unobligated surcharge funds totaling \$19 million. The U.S. Army Troop Support Agency plans to obligate these funds to future store construction programs.

Air Force Commissary Coupon Redemptions — FY84

CONUS

Complex	Number	% Share CONUS	% Share Worldwide	\$ Value	% Share CONUS	% Share Worldwide
Cal-Nev	5,122,112	7.3	7.0	1,511,947	7.4	7.1
Capital Area	6,936,816	9.9	9.4	1,949,462	9.6	9.2
Delta	3,145,519	4.5	4.3	964,935	4.7	4.5
Gulf Area	4,289,614	6.1	5.8	1,269,288	6.2	6.0
North Central	3,527,315	5.0	4.8	996,196	4.9	4.7
Northeast	3,250,792	4.6	4.4	996,947	4.9	4.7
Northern California	4,244,109	6.1	5.8	1,201,321	5.9	5.6
Northwest	4,685,690	6.7	6.4	1,371,687	6.8	6.4
Ohio Valley	5,400,124	7.7	7.3	1,571,377	7.7	7.5
Rocky Mountain	3,881,615	5.6	5.3	1,086,893	5.4	5.4
South Central	5,491,656	7.8	7.5	1,561,940	7.7	7.3
South Florida	5,597,819	8.0	7.6	1,627,232	8.0	7.7
South Texas	6,115,212	8.7	8.3	1,801,410	8.9	8.5
Southeast	3,487,316	5.0	4.7	984,690	4.8	4.6
Southwest	4,933,618	7.0	6.7	1,437,133	7.1	6.8
CONUS Totals	70,109,327	100.0%	95.3%	\$20,332,458	100.0%	96.0%

Overseas

Alaska	423,069	11.8	6	114,458	12.1	.5
<i>Andersen AFB, Guam</i>	93,237	2.6	.1	24,731	2.6	.1
<i>Ankara, Turkey</i>	9,378	.3	A	2,581	.3	A
<i>Aviano AB, Italy</i>	21,764	.6	A	5,481	.6	A
<i>Camp New Amsterdam, NL</i>	26,414	.6	A	6,307	.7	A
Central UK	84,708	2.4	.1	21,031	2.2	.1
<i>Clark AB, Philippines</i>	211,625	5.9	.3	54,076	5.7	.3
Eastern UK	199,373	5.6	.3	50,837	5.3	.2
Frankfurt Area	177,710	5.0	.2	44,636	4.7	.1
Greece	40,266	1.1	.5	10,241	1.1	A
<i>Hickam AFB, HI</i>	857,452	23.9	1.2	247,307	26.2	1.2
<i>Incirklik CDI, Turkey</i>	26,208	.7	A	6,558	.7	A
<i>Izmir, Turkey</i>	10,143	.3	A	2,709	.3	A
Kaiserslautern Area	373,135	10.4	.5	93,079	9.8	.4
<i>Lajes Field, Azores</i>	30,081	.8	A	7,804	.8	A
<i>Misawa, Japan</i>	74,510	2.1	.1	18,456	2.0	.1
Okinawa	356,976	10.0	.4	91,665	9.7	.4
<i>Osan AB, Korea</i>	60,295	1.7	.5	17,758	1.9	.1
<i>San Vito AS, Italy</i>	11,941	.3	A	3,146	.3	A
Spain	81,851	2.3	.1	20,421	2.2	.1
Trier Area	139,292	3.9	.2	34,071	3.6	.2
Western UK	131,719	3.7	.2	32,769	3.5	.2
<i>Yokota AB, Japan</i>	139,796	3.9	.2	35,151	3.7	.2
Overseas Totals	3,580,943	100.0%	4.7%	\$945,273	100.0%	4.0%
Worldwide Totals	73,690,270		100.0%	\$21,277,733		100.0%

Note: Overseas stand-alone stores are shown in italics. All other data are for store complex areas. Details may not add to totals due to rounding. A — Less than one-tenth of one percent.

Air Force Announces Plans to Realign Complexes



The Air Force Commissary Service (AFCOMS) in February announced plans to consolidate its 15 complexes in the continental US and one in Alaska into eight new regions over the next two years. The realignment will transfer about 150 AFCOMS personnel from complex offices into commissary stores, put-

ting "more people where we need them," AFCOMS commander Maj. Gen. M. Gary Alkire said. In addition, it was announced that the AFCOMS Pacific Region headquarters, currently located at Norton AFB, CA, is being moved to Hawaii (the exact location was not known as *Interservice* went to press, but military sources suggest it will be Hickam AFB).

Between seven to 14 stores will fall under the responsibility of each new region under the plans AFCOMS will begin to implement next month. All regional phase-ins

are expected to be completed before October next year.

No announcements naming the eight new regional directors are expected before mid-summer 1985. AFCOMS headquarters next month will begin interviewing all current complex directors and others who apply for the new region positions.

The following is an at-a-glance profile of what the new AFCOMS regions likely will resemble (final configurations may differ after completion of required environmental impact analysis studies):

California Region

Location: Norton AFB, CA
Stores: 12
Annual Sales: \$223,000,000
Personnel: 991.2
Commissary Stores:
 Beale AFB, CA
 Castle AFB, CA
 Edwards AFB, CA
 George AFB, CA
 Los Angeles AFS, CA
 March AFB, CA
 Mather AFB, CA
 McClellan AFB, CA
 Nellis AFB, NV
 Norton AFB, CA
 Travis AFB, CA
 Vandenberg AFB, CA

Delta-Gulf Region

Location: Maxwell AFB, AL
Stores: 14
Annual Sales: \$228,000,000
Personnel: 1,031.4
Commissary Stores:
 Arnold AFB, TN
 Barksdale AFB, LA
 Blytheville AFB, AR
 Columbus AFB, MS
 Eglin AFB, FL
 England AFB, LA
 Gunter AFB, AL
 Hurlburt AFB, FL
 Keesler AFB, MS
 Little Rock AFB, AR
 Maxwell AFB, AL
 Moody AFB, GA
 Robins AFB, GA
 Tyndall AFB, FL

North Central Region

Location: Offutt AFB, NE
Stores: 13
Annual Sales: \$185,000,000
Personnel: 894.4
Commissary Stores:
 Chanute AFB, IL
 Ellsworth AFB, SD
 Grand Forks AFB, MN
 Grissom AFB, IN
 K.I. Sawyer AFB, MI
 McConnell AFB, KS
 Minot AFB, ND
 Offutt AFB, NE
 Scott AFB, IL
 Warren AFB, WY
 Whiteman AFB, MO
 Wright-Patterson AFB, OH
 Wurtsmith AFB, MI

Northeast Region

Location: Langley AFB, VA
Stores: 10
Annual Sales: \$190,000,000
Personnel: 862
Commissary Stores:
 Andrews AFB, MD
 Bolling AFB, DC
 Dover AFB, DE
 Griffiss AFB, NY
 Hanscom AFB, MA
 Langley AFB, VA
 Loring AFB, ME
 McGuire AFB, NJ
 Pease AFB, NH
 Plattsburgh AFB, NY

South Central Region

Location: McChord AFB, WA
Stores: 7
Annual Sales: \$132,000,000
Personnel: 612.6
Commissary Stores:
 Eielson AFB, AK
 Elmendorf AFB, AK
 Fairchild AFB, WA
 Hill AFB, UT
 Malmstrom AFB, MT
 McChord AFB, WA
 Mountain Home AFB, ID

"We're putting more people where we need them."

— Maj. Gen. M. Gary Alkire, Commander, AFCOMS

Southeast Region

Location: Charleston AFB, SC
Stores: 7
Annual Sales: \$156,000,000
Personnel: 688.6
Commissary Stores:
 Charleston AFB, SC
 Homestead AFB, FL
 MacDill AFB, FL
 Myrtle Beach AFB, SC
 Patrick AFB, FL
 Shaw AFB, SC
 Seymour Johnson AFB, NC

Northwest Region

Location: Lackland AFB, TX
Stores: 13
Annual Sales: \$242,000,000
Personnel: 988.8
Commissary Stores:
 Altus AFB, OK
 Bergstrom AFB, TX
 Brooks AFB, TX
 Carswell AFB, TX
 Dyess AFB, TX
 Goodfellow AFB, TX
 Kelly AFB, TX
 Lackland AFB, TX
 Laughlin AFB, TX
 Randolph AFB, TX
 Sheppard AFB, TX
 Tinker AFB, OK
 Vance AFB, OK

Southwest Region

Location: Luke AFB, AZ
Stores: 11
Annual Sales: \$181,000,000
Personnel: 793.4
Commissary Stores:
 Cannon AFB, NM
 Davis-Monthan AFB, AZ
 Holbrook AFB, AZ
 Holloman AFB, NM
 Kirtland AFB, NM
 Lowry AFB, CO
 Luke AFB, AZ
 Peterson AFB, CO
 Reese AFB, TX
 USAF Academy, CO
 Williams AFB, AZ

Air Force Commissary Sales — FY84

Analysis of Sales by Store and Complex (Continental United States)

Cal-Nev Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Edwards AFB, CA	6	\$ 12,177,635	77	17	6	+5.0	21,140	48	0.34
George AFB, CA	6	13,210,602	79	17	4	+2.7	14,300	77	0.36
Indian Springs Fld, NV	1	494,881	84	13	3	-2.6	1,875	22	0.01
Los Angeles AFS, CA	5	11,162,575	79	17	4	+515.0	27,360	34	0.31
March AFB, CA	8	24,541,619	78	17	5	+4.1	22,230	92	0.68
Nellis AFB, CA	8	33,860,818	79	16	5	+6.3	27,940	101	0.93
Norton AFB, CA	8	25,472,870	78	18	4	-0.1	24,685	86	0.70
Vandenberg AFB, CA	6	17,778,899	78	18	4	+1.7	24,695	60	0.49
Complex Totals		\$138,699,899	78	17	5	+10.8	164,225	\$ 70	3.83

Capital Area Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Andrews AFB, MD	8	\$ 37,070,553	77	18	5	+4.2	29,995	103	1.02
Bolling AFB, DC	7	19,685,270	76	18	6	+2.6	24,485	67	0.54
Dover AFB, DE	7	18,036,434	78	18	4	+1.8	25,475	59	0.50
Langley AFB, VA	8	36,157,825	76	18	6	+4.6	27,395	110	1.00
McGuire AFB, NJ	8	44,721,034	79	17	4	+7.5	40,510	92	1.23
Complex Totals		\$155,671,116	77	18	5	+3.5	147,860	\$ 88	4.29

Delta Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Barksdale AFB, LA	8	\$36,706,238	78	17	5	-0.7	29,990	102	1.01
Blytheville AFB, AR	4	8,737,086	78	18	4	+3.1	11,030	66	0.24
England AFB, LA	6	13,472,915	77	18	5	+1.4	13,690	82	0.37
Little Rock AFB, AR	8	30,372,111	78	18	4	+0.1	29,430	86	0.84
Complex Totals		\$89,288,250	78	17	5	+0.2	84,140	\$ 88	2.46

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

Sales classifications for Air Force commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000 Class 3 \$300,001-\$500,000 Class 5 \$750,001-\$1,000,000 Class 7 \$1,500,001-\$2,000,000
 Class 2 \$100,001-\$300,000 Class 4 \$500,001-\$750,000 Class 6 \$1,000,001-\$1,500,000 Class 8 Over \$2,000,000

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classified and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

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Air Force Commissary Sales — FY84

Gulf Area Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Arnold AFS, TN	3	\$ 3,938,600	83	14	3	+1.0	8,205	40	0.11
Columbus AFB, MS	5	10,413,075	77	19	4	+1.1	17,015	51	0.29
Eglin AFB, FL	8	30,800,569	77	17	6	+2.6	24,680	104	0.85
Gunter AFS, AL	6	13,168,687	77	18	5	-0.5	16,885	65	0.36
Hurlburt Field, FL	5	11,886,712	79	16	5	-0.6	11,520	86	0.33
Keesler AFB, MS	8	29,966,732	77	18	5	+2.9	30,830	81	0.83
Maxwell AFB, AL	7	18,382,351	78	18	4	+1.4	20,985	73	0.51
Tyndall AFB, FL	7	20,452,199	77	18	5	+2.8	29,385	58	0.56
Complex Totals		\$139,008,925	77	18	5	+1.8	159,505	\$ 73	3.83

Notes: Sales data in this special *InterService* report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classified and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



It's A Fact!

Do you know which are the 20 overseas military commissaries reporting the highest FY84 total store sales?

1. Pearl Harbor, HI (\$48,615,893)
2. Yongsan, Korea (\$39,348,077)
3. Hickam AFB, HI (\$31,089,234)
4. Schofield Barracks, HI (\$30,162,216)
5. Elmendorf AFB, AK (\$27,940,488)
6. Clark AB, Philippines (\$27,275,117)
7. Ft. Buchanan, PR (\$24,862,351)
8. Kadena AB, Japan (\$20,951,853)
9. Ramstein AB, FRG (\$20,330,695)
10. Osan AB, Korea (\$19,154,950)
11. Guam (\$16,537,771)
12. Frankfurt, FRG (\$15,727,350)
13. Corozal, Panama (\$15,305,471)
14. Andersen AFB, Guam (\$14,694,103)
15. Fuerth, FRG (\$14,123,404)
16. Wiesbaden, FRG (\$14,088,702)
17. Vogelweh, FRG (\$14,020,543)
18. RAF Lakenheath, UK (\$13,916,548)
19. Yokota AB, Japan (\$13,398,359)
20. Heidelberg, FRG (\$12,697,483)

Air Force Commissary Sales — FY84

North Central Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Calumet AFS, MI	1	\$ 347,641	91	5	4	-2.2	1,705	17	0.01
Ellsworth AFB, SD	6	13,160,773	79	16	5	-1.4	17,980	61	0.36
Grand Forks AFB, ND	5	9,269,508	78	17	5	+3.5	16,095	48	0.26
K.I. Sawyer AFB, MI	5	9,021,972	75	19	6	+0.3	17,900	42	0.25
Minot AFB, ND	5	9,204,300	80	16	4	-0.5	13,460	57	0.25
Offutt AFB, NE	8	33,993,801	79	16	5	-1.5	33,330	85	0.94
Complex Totals		\$74,997,995	78	17	5	-0.6	100,470	\$ 62	2.07

Northeast Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Griffiss AFB, NY	6	\$14,048,666	79	16	5	+15.2	15,405	76	0.39
Hanscom AFB, MA	7	19,415,571	79	16	5	+2.8	32,360	50	0.54
Loring AFB, ME	4	7,645,788	80	14	6	+5.6	12,745	50	0.21
North Truro AFS, MA	1	609,274	89	8	3	-6.4	2,540	20	0.02
Pease AFB, NH	7	19,200,958	82	15	3	+1.7	25,400	63	0.53
Plattsburgh AFB, NY	5	10,304,318	81	14	5	+2.9	19,970	43	0.28
Complex Totals		\$71,224,575	80	15	5	-4.5	108,420	\$ 55	1.96

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

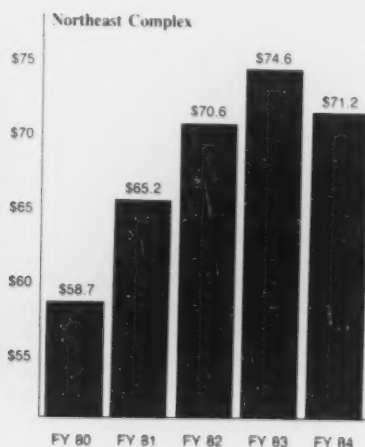
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* *Interservice*

5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



Air Force Commissary Sales — FY84

Northern California Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Beale AFB, CA	6	\$ 13,902,176	77	19	4	+2.6	13,320	87	0.38
Castle AFB, CA	7	18,064,391	78	18	4	+1.2	23,160	65	0.50
Mather AFB, CA	8	32,147,471	76	18	6	+0.9	30,445	88	0.89
McClellan AFB, CA	7	23,824,976	77	18	5	+2.2	21,350	93	0.66
Travis AFB, CA	8	30,982,660	76	19	5	-0.4	26,895	96	0.85
Complex Totals		\$118,921,674	77	18	5	+1.1	115,170	\$ 86	3.28

Northwest Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Fairchild AFB, WA	7	\$ 21,760,439	81	15	4	+1.3	19,500	93	0.60
Hill AFB, UT	7	21,791,217	79	16	5	+2.1	24,540	74	0.60
Makah AFS, WA	1	303,436	83	13	4	+7.9	1,690	15	0.01
Malmstrom AFB, MT	5	11,567,361	80	16	4	-1.8	17,215	56	0.32
McChord AFB, WA	8	46,431,307	77	18	5	+0.4	34,245	113	1.28
Mt. Home AFB, ID	5	11,963,443	78	17	5	+0.9	15,340	65	0.33
Complex Totals		\$113,817,203	79	16	5	+0.7	112,530	\$ 84	3.14

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classified and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

* Interservice.

Air Force Commissary Complex Rankings by ACV CONUS and Overseas... based on FY84 sales

CONUS

Rank	Complex	ACV
1	Capital Area	4.29
2	South Texas	4.19
3	Gulf Area	3.83
4	Cal-Nev	3.83
5	South Central	3.74
6	Southwest	3.46
7	Northern California	3.28
8	Northwest	3.14
9	South Florida	3.09
10	Ohio Valley	2.98
11	Southeast	2.70
12	Delta	2.46
13	Rocky Mountain	2.37
14	North Central	2.07
15	Northeast	1.96
Total Air Force CONUS ACV		47.42

Overseas

Rank	Complex	ACV
*	(See Note)	14.06
1	United Kingdom	4.77
2	Okinawa	4.22
3	Kaiserslautern Area	4.16
4	Alaska	3.76
5	Frankfurt	1.82
6	Trier	1.36
7	Spain	1.12
8	Greece	0.65
Total Air Force Overseas ACV		35.93

Note: Totals may not add due to rounding.

* The ACV data for 14 non-complexed overseas commissary stores are combined and reported in this table so that the ACV total for all Air Force commissaries overseas approximates the true Air Force ACV share total for overall, all-service, overseas store activity.

It's A Fact!

Do you know which are the top ten overseas military commissaries with the largest, single store (i.e., excluding annexes) square feet of sales area?

1. Kadena AB, Japan (28,625)
2. Clark AB, Philippines (27,720)
3. Ramstein AB, FRG (26,895)
4. Schofield Barracks, HI (25,059)
5. Pearl Harbor, HI (24,641)
6. Osan AB, Korea (23,475)
7. RAF Bentwaters, UK (20,150)
8. Torrejon AB, Spain (19,855)
9. Yongsan, Korea (19,240)
10. Heidelberg, FRG (18,910)

Air Force Commissary Sales — FY84

Ohio Valley Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Chanute AFB, IL	6	\$ 13,622,644	77	17	6	+0.8	25,800	44	0.38
Grissom AFB, IN	4	8,845,444	79	17	4	+1.2	19,925	37	0.24
Port Austin AFS, MI	1	312,665	87	11	2	+4.6	1,630	16	0.01
Scott AFB, IL	8	25,645,434	76	18	6	+0.7	27,050	79	0.71
Whiteman AFB, MO	5	10,325,295	80	16	4	-0.1	18,705	46	0.28
Wright-Patterson AFB, OH	8	41,376,644	78	17	5	+3.4	40,565	85	1.14
Wurtsmith AFB, MI	4	8,027,335	79	17	4	+0.7	17,150	39	0.22
Complex Totals		\$108,155,461	78	17	5	+1.7	150,825	\$ 60	2.98

Rocky Mountain Complex

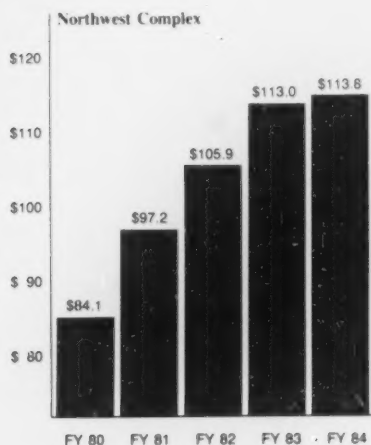
Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
F.E. Warren AFB, WY	5	\$10,710,651	79	17	4	+2.0	14,170	63	0.30
Lowry AFB, CO	8	33,721,948	77	19	4	-4.5	26,265	107	0.93
Peterson AFB, CO	8	25,289,126	77	17	6	-0.6	22,910	92	0.70
USAF Academy, CO	6	16,110,356	77	17	6	+8.9	16,575	81	0.44
Complex Totals		\$85,832,081	77	18	5	-0.2	79,920	\$ 90	2.37

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

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5-Year Total Sales Summary—(AFCOMS)/\$ Millions



5-Year Total Sales Summary—(AFCOMS)/\$ Millions



5-Year Total Sales Summary—(AFCOMS)/\$ Millions



Air Force Commissary Sales — FY84

South Central Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Altus AFB, OK	5	\$ 9,246,824	79	16	5	+1.5	10,560	73	0.26
Carswell AFB, TX	8	42,655,321	80	17	3	+2.6	22,935	155	1.18
McConnell AFB, KS	6	16,143,730	79	17	4	+0.7	24,915	54	0.45
Reese AFB, TX	4	7,669,727	78	17	5	+2.7	16,390	39	0.21
Sheppard AFB, TX	7	18,701,278	77	17	6	+3.8	31,170	50	0.51
Tinker AFB, OK	8	36,282,836	79	16	5	+3.4	29,645	102	1.00
Vance AFB, OK	3	5,012,767	78	17	5	+2.4	9,715	43	0.14
Complex Totals		\$135,712,483	79	17	4	+2.7	145,330	\$ 78	3.74

Southeast Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Charleston AFB, SC	8	\$26,769,641	78	16	4	-1.4	26,560	84	0.74
Fort Fisher AFS, NC	1	773,323	89	10	1	-7.1	3,225	20	0.02
Moody AFB, GA	5	10,765,627	77	18	5	+1.3	17,590	51	0.30
Myrtle Beach AFB, SC	5	10,462,177	77	19	4	+1.3	11,180	78	0.29
Robins AFB, GA	7	18,622,222	79	17	4	-0.9	27,225	57	0.51
Seymour Johnson AFB, NC	6	15,354,524	77	18	5	+1.9	17,290	74	0.42
Shaw AFB, SC	6	15,147,810	77	18	5	+9.5	15,030	84	0.42
Complex Totals		\$97,895,324	78	18	4	+1.3	118,100	\$ 69	2.70

South Florida Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Avon Park Range, FL	1	\$ 240,482	81	15	4	-	801	25	0.01
Homestead AFB, FL	8	26,320,881	78	18	4	-1.5	22,380	98	0.73
MacDill AFB, FL	8	53,052,964	80	16	4	+3.8	26,960	164	1.46
Patrick AFB, FL	8	32,352,590	77	18	5	+3.7	29,305	92	0.89
Complex Totals		\$111,966,917	79	17	4	+2.7	79,446	\$117	3.09

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

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It's A Fact!

Do you know how many *CONUS* commissary stores were in operation in FY84? The oft-reported figure of 238 is probably your answer, but, in fact, in the *continental* United States, there were actually 229 stores in operation—and nine stores makes a big difference.

Air Force Commissary Sales — FY84

South Texas Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Bergstrom AFB, TX	8	\$ 32,283,375	76	18	6	+2.3	25,380	106	0.89
Brooks AFB, TX	4	7,050,129	79	17	4	+5.2	9,630	61	0.19
Dyess AFB, TX	6	15,671,550	77	17	6	+2.1	16,125	81	0.43
Goodfellow AFB, TX	4	8,154,488	79	16	5	+1.1	12,135	56	0.22
Kelly AFB, TX	5	10,097,382	77	19	4	+17.7	15,585	54	0.28
Lackland AFB, TX	8	35,256,298	76	19	5	-0.1	29,090	101	0.97
Laughlin AFB, TX	3	5,390,558	78	17	5	+1.6	12,835	35	0.15
Randolph AFB, TX	8	38,126,801	76	19	5	+8.4	33,445	95	1.05
Complex Totals		\$152,030,581	76	18	6	+4.1	154,225	\$ 82	4.19

Southwest Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Cannon AFB, NM	4	\$ 8,631,318	79	16	5	-1.1	18,930	38	0.24
Davis-Monthan AFB, AZ	8	30,588,128	77	17	6	+0.1	26,830	95	0.84
Gila Bend AF Aux. Fld., AZ	1	331,434	85	11	4	+3.8	2,760	10	0.01
Holbrook RBS, AZ	1	154,155	87	13	0	+16.2	535	24	-0-
Holloman AFB, NM	6	12,207,934	80	15	5	+2.5	23,660	43	0.34
Kirtland AFB, NM	8	30,036,581	80	16	4	+3.7	26,915	93	0.83
Luke AFB, AZ	8	27,117,628	79	16	5	+3.3	26,590	85	0.75
Williams AFB, AZ	6	16,464,239	79	17	4	-0.5	23,255	59	0.45
Complex Totals		\$125,531,417	79	16	5	+1.7	149,475	\$ 70	3.46

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

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* Interservice

5-Year Total Sales Summary—(AFCOMS)/\$ Millions 5-Year Total Sales Summary—(AFCOMS)/\$ Millions 5-Year Total Sales Summary—(AFCOMS)/\$ Millions



Air Force Commissary Sales — FY84

5-Year Total Sales Summary — (AFCOMS)/\$ Millions

5-Year Total Sales Summary — (AFCOMS)/\$ Millions



It's A Fact!

Did you know that the combined sales areas of all military commissaries worldwide last year totaled 6,322,384 square feet? In other words, military patrons last year shopped a sales area spanning 140 football fields!

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
CONUS Totals	\$1,718,753,901	78%	17%	5%	+2.2%	1,869,641	\$ 77	47.42%

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

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* *Interservice.*

Air Force Commissary Store Rankings by ACV CONUS and Overseas... based on FY84 sales

The ACV (All Commodity Volume) rankings are provided as a sales and marketing management tool for companies who wish to identify marketing opportunities with accurate sales performance data. The ACV for each CONUS and overseas Air Force commissary is calculated by dividing the sales totals for all CONUS or overseas commissaries of all service branches into that individual store's sales total. The overseas ACV for Hickam AFB in Hawaii, for example, indicates that 3.27 percent of all overseas commissaries' sales, regardless of their service branch affiliation, were generated at Hickam. Excluded from all sales data in this *Interservice* report are FY84 sales at Coast Guard's two commissaries, one in CONUS (Governors Island, NY) and one overseas (Kodiak, AK), because official data is not available.

CONUS

Rank	Store	ACV
1	MacDill AFB, FL	1.46
2	McChord AFB, WA	1.28
3	McGuire AFB, NJ	1.23

4	Carswell AFB, TX	1.18
5	Wright-Patterson AFB, OH	1.14
6	Randolph AFB, TX	1.05
7	Andrews AFB, MD	1.02
8	Barksdale AFB, LA	1.01
9	Tinker AFB, OK	1.00
10	Langley AFB, TX	1.00
11	Lackland AFB, TX	0.97
12	Offutt AFB, NE	0.94
13	Nellis AFB, CA	0.93
14	Lowry AFB, CO	0.93
15	Patrick AFB, FL	0.89
16	Bergstrom AFB, TX	0.89
17	Mather AFB, CA	0.89
18	Travis AFB, CA	0.85
19	Eglin AFB, FL	0.85
20	Davis-Monthan AFB, AZ	0.84
21	Little Rock AFB, AK	0.84
22	Kirtland AFB, NM	0.83
23	Keesler AFB, MS	0.83
24	Luke AFB, AZ	0.75
25	Charleston AFB, SC	0.74
26	Homestead AFB, FL	0.73
27	Scott AFB, IL	0.71
28	Norton AFB, CA	0.70
29	Peterson AFB, CO	0.70
30	March AFB, CA	0.68
31	McClellan AFB, CA	0.66
32	Hill AFB, UT	0.60
33	Fairchild AFB, WA	0.60
34	Tyndall AFB, FL	0.56
35	Bolling AFB, DC	0.54
36	Hanscom AFB, MA	0.54
37	Pease AFB, NH	0.53
38	Sheppard AFB, TX	0.51
39	Robins AFB, GA	0.51
40	Maxwell AFB, AL	0.51
41	Castle AFB, CA	0.50
42	Dover AFB, DE	0.50
43	Vandenberg AFB, CA	0.49
44	Williams AFB, AZ	0.45
45	McConnell AFB, KS	0.45
46	USAF Academy, CO	0.44
47	Dyess AFB, TX	0.43
48	Seymour Johnson AFB, NC	0.42
49	Shaw AFB, SC	0.42
50	Griffiss AFB, NY	0.39
51	Beale AFB, CA	0.38
52	Chanute AFB, IN	0.38
53	England AFB, LA	0.37
54	George AFB, CA	0.36
55	Gunter AFS, AL	0.36
56	Ellsworth AFB, SD	0.36
57	Holloman AFB, NM	0.34
58	Edwards AFB, CA	0.34
59	Mt. Home AFB, ID	0.33
60	Hurlburt Field, FL	0.33
61	Malmstrom AFB, MT	0.32
62	Los Angeles AFS, CA	0.31
63	Moody AFB, GA	0.30
64	F.E. Warren AFB, WY	0.30

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Air Force Commissary Sales — FY84

Analysis of Sales by Store and Complex (Overseas)

Alaska Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Eielson AFB, AK	4	\$ 7,796,237	80	15	5	+3.1	9,555	68	0.82
Elmendorf AFB, AK	8	27,940,488	75	20	5	+0.6	31,465	74	2.94
Complex Totals		\$35,736,725	76	19	5	+1.1	41,020	\$ 73	3.76

Frankfurt Area Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ha'n AB, FRG	4	\$ 6,811,289	85	11	4	+3.9	10,915	52	0.72
Hessisch-Oldendorf, FRG	1	1,073,412	95	0	5	+4.4	3,580	25	0.11
Rhein Main AB, FRG	5	9,404,807	82	13	5	-2.7	17,420	45	0.99
Complex Totals		\$17,289,508	84	11	5	+0.2	31,915	\$ 45	1.82

Greece Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Hellenikon AB	1	\$ 921,954	95	0	5	+7.1	2,955	26	0.10
Hellenikon Branch	2	3,570,620	88	8	4	-14.8	12,940	23	0.38
Iraklion AS (Crete)	2	1,681,910	85	9	6	-0.1	4,835	29	0.18
Complex Totals		\$6,174,484	88	7	5	-7.7	20,730	\$ 25	0.65

Kaiserslautern Area Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Oslo, Norway	1	\$ 748,036	93	1	6	-2.2	2,835	22	0.08
Ramstein AB, FRG	7	20,330,695	80	13	7	+27.1	26,895	63	2.14
Sembach AB, FRG	3	4,465,287	81	14	5	+1.7	9,305	40	0.47
Vogelweh, FRG	6	14,020,543	81	14	5	-8.0	19,475	60	1.48
Complex Totals		\$39,564,561	81	13	6	+8.7	58,510	\$ 56	4.16

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

Sales classifications for Air Force commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000 Class 3 \$300,001-\$500,000 Class 5 \$750,001-\$1,000,000 Class 7 \$1,500,001-\$2,000,000
 Class 2 \$100,001-\$300,000 Class 4 \$500,001-\$750,000 Class 6 \$1,000,001-\$1,500,000 Class 8 Over \$2,000,000

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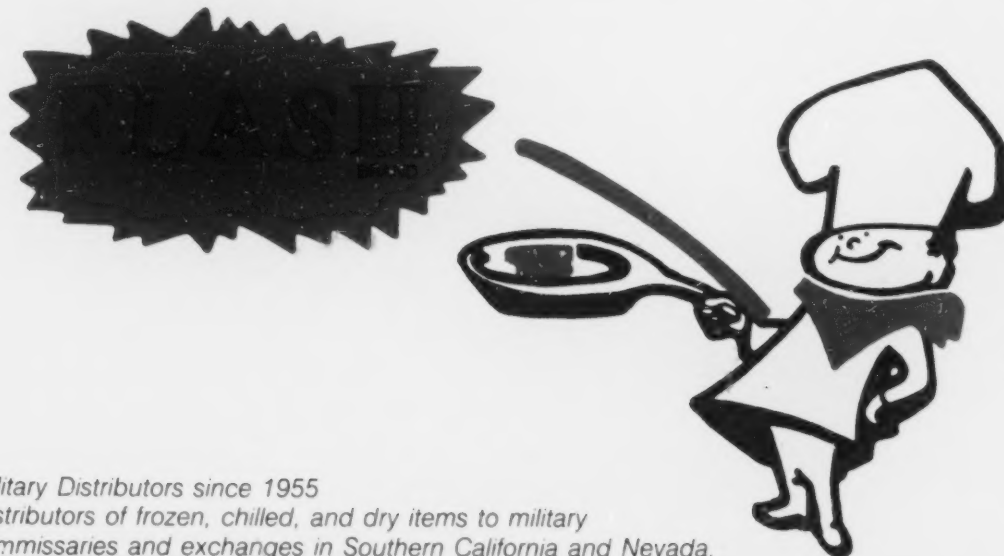
65	Myrtle Beach AFB, SC	0.29
66	Columbus AFB, MS	0.29
67	Whiteman AFB, MO	0.28
68	Plattsburgh AFB, NY	0.28
69	Kelly AFB, TX	0.28
70	Grand Forks AFB, ND	0.26
71	Altus AFB, OK	0.26
72	Minot AFB, ND	0.25
73	K.I. Sawyer AFB, ND	0.25
74	Grissom AFB, IN	0.24
75	Blytheville AFB, AR	0.24
76	Cannon AFB, NM	0.24
77	Goodfellow AFB, TX	0.22
78	Wurtsmith AFB, MI	0.22
79	Reese AFB, TX	0.21
80	Loring AFB, ME	0.21
81	Brooks AFB, TX	0.19
82	Laughlin AFB, TX	0.15
83	Vance AFB, OK	0.14
84	Arnold AFS, TN	0.11
85	Fort Fisher AFS, NC	0.02
86	North Truro AFS, MA	0.02
87	Indian Springs Fld., NV	0.01
88	Calumet AFS, MI	0.01
89	Gila Bend AF Aux. Fld, AZ	0.01

90	Port Austin AFS, MI	0.01
91	Makah AFS, WA	0.01
92	Avon Park Range, FL	0.01
93	Holbrook RBS, AZ	-0-

Overseas

Rank	Store	ACV
1	Hickam AFB, HI	3.27
2	Elmendorf AFB, AK	2.94
3	Clark AB, Philippines	2.87
4	Kadena AB, Japan	2.20
5	Ramstein AB, FRG	2.14
6	Osan AB, Korea	2.02
7	Andersen AFB, Guam	1.55
8	Vogelweh, FRG	1.48
9	RAF Lakenheath, UK	1.46
10	Yokota AB, Japan	1.41
11	Camp Butler, Japan	1.19
12	Rhein Main AB, FRG	0.99
13	RAF Upper Heyford, UK	0.94
14	RAF Bentwaters, UK	0.84
15	Torrejon AB, Spain	0.83
16	Eielson AFB, AK	0.82
17	Bitburg AB, FRG	0.79
18	Misawa AB, Japan	0.73
19	Hahn AB, FRG	0.72
20	RAF Alconbury, UK	0.60

21	Spangdahlem AB, FRG	0.51
22	Sembach AB, FRG	0.47
23	Camp Kinser, Japan	0.45
24	Lajes Field, Azores	0.44
25	Incirlik CDI, Turkey	0.42
26	Hellenikon Branch, Greece	0.38
27	Makimino, Japan	0.37
28	Aviano AB, Italy	0.35
29	Camp New Amsterdam, NL	0.35
30	RAF Greenham Common, UK	0.28
31	San Vito AS, Italy	0.27
32	RAF Fairford, UK	0.26
33	RAF Chicksands, UK	0.25
34	Zaragoza AB, Spain	0.23
35	Izmir, Turkey	0.21
36	Iraklion AS (Crete)	0.18
37	Ankara, Turkey	0.18
38	Hessisch-Oldendorf, FRG	0.11
39	RAF Wethersfield, UK	0.10
40	Hellenikon AB, Greece	0.10
41	Oslo, Norway	0.08
42	Royal Oaks HA, Spain	0.06
43	Picum AS, FRG	0.04
44	RAF Sculthorpe, UK	0.04
45	Trier HA, Spain	0.01



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Distributors of frozen, chilled, and dry items to military
commissaries and exchanges in Southern California and Nevada.*

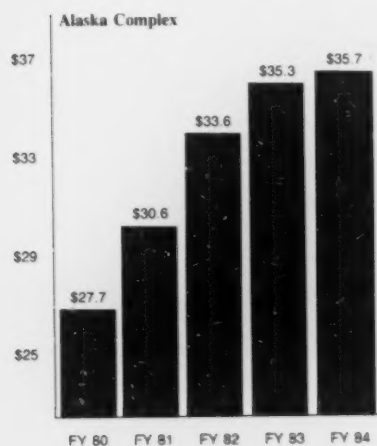
FLASH STEAK COMPANY, INC.

7959 Paramount Boulevard, Pico Rivera, CA 90660 (213) 949-2558 Contact: Chris M. Sanchez (15)

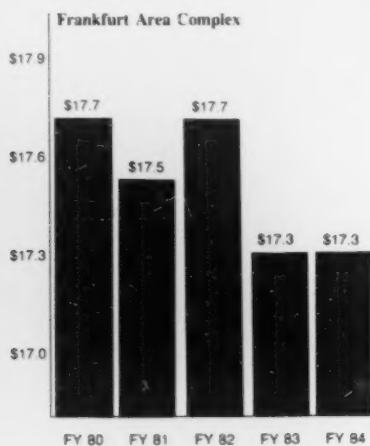
Air Force Commissary Sales — FY84

It's A Fact!

5-Year Total Sales Summary — (AFCOMS)/\$ Millions



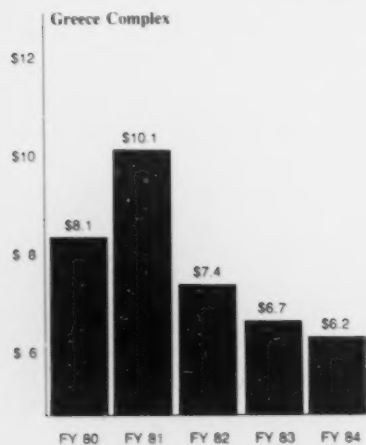
5-Year Total Sales Summary — (AFCOMS)/\$ Millions



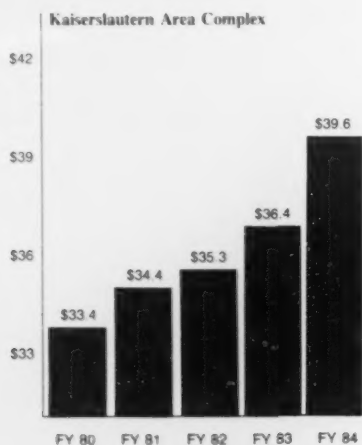
Do you know which are the top ten CONUS commissaries with the largest, single store (i.e., excluding annexes) square feet of sales area?

1. Wright-Patterson AFB, OH (40,565)
2. McGuire AFB, NJ (40,510)
3. Miramar, CA (38,600)
4. Cameron Station, VA (37,852)
5. Little Creek, VA (35,912)
6. McChord AFB, WA (34,245)
7. Randolph AFB, TX (33,445)
8. Offutt AFB, NE (33,330)
9. Ft. Benning, GA (32,729)
10. San Diego NS, CA (32,590)

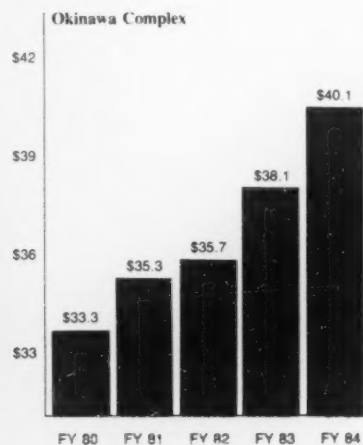
5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



Okinawa Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Butler	5	\$11,334,881	81	14	5	+1.4	15,745	60	1.19
Kadena AB	7	20,951,853	79	15	5	-0.4	28,625	61	2.20
Kinser	3	4,273,931	100	0	0	+78.5	0	0	0.45
Makiminato	2	3,526,933	81	14	5	+1.1	8,645	34	0.37
Complex Totals		\$40,087,598	82	13	5	+5.2	53,015	\$ 56	4.22

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classified and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

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Air Force Commissary Sales — FY84

Spain Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Royal Oaks HA	1	\$ 595,575	95	1	4	-10.2	6,205	8	0.06
Torrejon AB	4	1,862,374	87	10	3	-4.8	19,855	33	0.83
Zaragoza AB	2	2,225,823	88	8	4	+17.7	6,185	30	0.23
Complex Totals		\$10,683,772	88	9	3	-1.2	32,245	\$ 28	1.12

Trier Area Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Bitburg AB, FRG	4	\$ 7,530,228	82	12	6	+1.3	14,940	42	0.79
Preum AS, FRG	1	415,560	94	2	4	+5.2	4,330	8	0.04
Spangdahlem AB, FRG	3	4,878,824	83	12	5	+4.9	8,650	47	0.51
Trier HA, FRG	1	126,895	95	2	3	+3.5	3,525	3	0.01
Complex Totals		\$12,951,507	83	12	5	+2.8	31,445	\$ 34	1.36

United Kingdom Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
RAF Alconbury	3	\$ 5,717,535	76	18	6	+16.4	11,080	43	0.60
RAF Bentwaters	4	7,978,069	78	16	6	+4.0	20,150	33	0.84
RAF Chicksands	2	2,370,769	81	14	5	-3.7	5,065	39	0.25
RAF Fairford	2	2,449,712	77	18	5	+9.6	6,435	36	0.26
RAF Greenham Common	2	2,676,334	79	16	5	+55.1	7,690	29	0.28
RAF Lakenheath	6	13,916,548	80	15	5	-0.2	14,870	78	1.46
RAF Sculthorpe	1	391,509	100	0	0	+14.8	2,720	12	0.04
RAF Upper Heyford	4	8,903,517	78	18	4	+5.9	13,250	56	0.94
RAF Wethersfield	1	971,355	76	18	6	-6.9	4,760	17	0.10
Complex Totals		\$45,375,348	79	16	5	+6.2	86,020	\$ 44	4.77

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

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It's A Fact!

Do you know which worldwide military commissary last year posted the highest figure for average monthly sales per square foot of selling space? The Army's commissary in Wiesbaden, West Germany reported a whopping \$639.

Air Force Commissary Sales — FY84

Non-Complex Stores Overseas

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Andersen AFB, Guam	6	\$ 14,694,103	79	15	6	-12.0	17,010	72	1.55
Ankara, Turkey	2	1,678,989	88	8	4	-2.4	12,720	11	0.18
Aviano AB, Italy	2	3,345,411	83	10	7	+3.2	7,965	35	0.35
Camp New Amsterdam, Netherlands	2	3,321,613	82	13	5	+11.0	9,890	28	0.35
Clark AB, Philippines	8	27,275,117	81	13	6	-2.2	27,720	82	2.87
Hickam AFB, HI	8	31,089,234	76	18	5	-8.3	22,530	115	3.27
Incirlik, Turkey	3	4,005,472	86	9	5	+11.7	8,560	39	0.42
Izmir, Turkey	2	1,975,337	89	8	3	+5.8	5,880	28	0.21
Lajes Field, Azores	3	4,189,709	87	8	5	+9.0	7,935	44	0.44
Misawa AB, Japan	4	6,947,846	79	15	6	+6.6	9,190	63	0.73
Osan AB, Korea	7	19,154,950	79	17	4	+0.4	23,475	68	2.02
San Vito AS, Italy	2	2,538,474	86	9	5	+8.9	7,295	29	0.27
Yokota AB, Japan	4	13,398,359	79	17	4	+4.9	20,300	55	1.41
Non-Complex Stores' Totals		\$133,614,614	N.A.	N.A.	N.A.	N.A.	180,470	\$ 62	14.06

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
Overseas Totals	\$341,478,117	80%	15%	5%	+1.5%	535,370	\$ 53	35.93%
Worldwide Totals	\$2,060,232,018	78%	17%	5%	+2.1%	3,301,321	\$ 52	45.03%

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

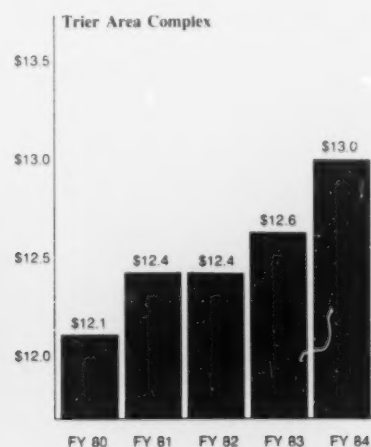
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* *Interservice.*

5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



5-Year Total Sales Summary — (AFCOMS)/\$ Millions



Air Force Commissary Sales — FY84

Air Force Commissary Store Rankings by Average Monthly \$ Sales/Square Foot... based on FY84 sales

Overseas stores are in italics.

N.A. = Not available.

Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.							
1	MacDill AFB, FL	164	42	Myrtle Beach AFB, SC	78	92	Holloman AFB, NM	43	
2	Carswell AFB, TX	155	43	George AFB, CA	77	93	Plattsburgh AFB, NY	43	
3	Hickam AFB, HI	115	44	Griffiss AFB, NY	76	94	RAF Alconbury, UK	43	
4	McChord AFB, WA	113	45	Elmendorf AFB, AK	74	95	Vance AFB, OK	43	
5	Langley AFB, VA	110	46	Hill AFB, UT	74	96	Bitburg AB, FRG	42	
6	Lowry AFB, CO	107	47	Seymour Johnson AFB, NC	74	97	K.I. Sawyer AFB, ND	42	
7	Bergstrom AFB, TX	106	48	Altus AFB, OK	73	98	Arnold AFS, TN	40	
8	Eglin AFB, FL	104	49	Maxwell AFB, AL	73	99	Sembach AB, FRG	40	
9	Andrews AFB, MD	103	50	Andersen AFB, Guam	72	100	Incirlik CDI, Turkey	39	
10	Barksdale AFB, LA	102	51	Eielson AFB, AK	68	101	RAF Chicksands, UK	39	
11	Tinker AFB, OK	102	52	Osan AB, Korea	68	102	Reese AFB, TX	39	
12	Lackland AFB, TX	101	53	Bolling AFB, DC	67	103	Wurtsmith AFB, MI	39	
13	Nellis AFB, NV	101	54	Blytheville AFB, AR	66	104	Cannon AFB, NM	38	
14	Homestead AFB, FL	98	55	Castle AFB, CA	65	105	Grissom AFB, IN	37	
15	Travis AFB, CA	96	56	Gunter AFS, AL	65	106	RAF Fairford, UK	36	
16	Davis-Monthan AFB, AZ	95	57	Mt. Home AFB, ID	65	107	Aviano AB, Italy	35	
17	Randolph, AFB, TX	95	58	Misawa, Japan	63	108	Laughlin AFB, TX	35	
18	Fairchild AFB, WA	93	59	Pease AFB, NH	63	109	Los Angeles AFS, CA	34	
19	Kirtland AFB, NM	93	60	Ramstein AB, FRG	63	110	Makimato, Japan	34	
20	McClellan AFB, CA	93	61	F.E. Warren AFB, WY	63	111	RAF Bentwaters, UK	33	
21	March AFB, CA	92	62	Brooks AFB, TX	61	112	Torrejon AB, Spain	33	
22	McGuire AFB, CA	92	63	Kadena AB, Japan	61	113	Zaragoza, Spain	30	
23	Patrick AFB, FL	92	64	Ellsworth AFB, SD	61	114	Iraklion AS, Greece	29	
24	Peterson AFB, CO	92	65	Butler, Japan	60	115	RAF Greenham Common, UK	29	
25	Mather AFB, CA	88	66	Vandenberg AFB, CA	60	116	San Vito AS, Italy	29	
26	Beale AFB, CA	87	67	Vogelweh, FRG	60	117	Camp New Amsterdam, NL	28	
27	Hurlburt Field, FL	86	68	Dover AFB, DE	59	118	Izmir, Turkey	28	
28	Little Rock AFB, AR	86	69	Williams AFB, AZ	59	119	Hellenikon AB, Greece	26	
29	Norton AFB, CA	86	70	Tyndall AFB, FL	58	120	Avon Park Range, FL	25	
30	Luke AFB, AZ	85	71	Minot AFB, ND	57	121	Hessisch-Oldendorf, FRG	25	
31	Offutt AFB, NE	85	72	Robins AFB, GA	57	122	Holbrook RBS, AZ	24	
32	Wright-Patterson AFB, OH	85	73	Goodfellow AFB, TX	56	123	Hellenikon Branch, Greece	23	
33	Charleston AFB, SC	84	74	Malmstrom AFB, MT	56	124	Indian Springs Fld., NV	22	
34	Shaw AFB, SC	84	75	RAF Upper Heyford, UK	56	125	Oslo, Norway	22	
35	Clark AB, Philippines	82	76	Yokota AB, Japan	55	126	Fort Fisher AFS, NC	20	
36	England AFB, LA	82	77	Kelly AFB, TX	54	127	North Truro AFS, MA	20	
37	Dyess AFB, TX	81	78	McConnell AFB, KS	54	128	RAF Wethersfield, UK	17	
38	Keesler AFB, MS	81	79	Hahn AB, FRG	52	129	Calumet AFS, MI	17	
39	USAF Academy, CO	81	80	Hanscom AFB, MA	50	130	Port Austin AFS, MI	16	
40	Scott AFB, IL	79	81	Loring AFB, ME	50	131	Makah AFS, WA	15	
41	RAF Lakenheath, UK	78	82	Sheppard AFB, TX	50	132	RAF Sculthorpe, UK	12	
			83	Columbus AFB, MS	51	133	Ankara, Turkey	11	
			84	Moody AFB, GA	51	134	Gila Bend AF Aux. Fld., AZ	10	
			85	Edwards AFB, CA	48	135	Preum AS, FRG	8	
			86	Grand Forks AFB, ND	48	136	Royal Oaks HA, Spain	8	
			87	Spangdahlem AB, FRG	47	137	Trier HA, FRG	3	
			88	Whiteman AFB, MO	46	138	Camp Kinser, Japan	N.A.	
			89	Rhein-Main AB, FRG	45				
			90	Chanute AFB, IL	44				
			91	Lajes Field, Azores	44				

It's A Fact!

The sales performance of Navy commissaries has been truly remarkable. Did you know that every Navy CONUS region/group/division last year reported at least a 6 percent sales gain over FY83? In fact, all but two regional store groupings reported FY84 sales increases of 10 percent or more!

Army Commissary Sales — FY84

Analysis of Sales by Store and Region (Continental United States)

Midwest Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ft. Ben Harrison, IN	6	\$ 15,663,568	76	19	5	-2.7	16,196	81	0.43
Ft. Bliss, TX	8	50,506,919	76	19	5	+0.8	32,538	129	1.39
Ft. Carson, CO	8	32,624,336	76	20	4	+5.2	21,864	124	0.90
Fitzsimons AMC, CO	6	12,778,712	79	17	4	+3.0	8,712	122	0.35
Granite City AD, IL	6	15,579,528	78	18	4	+1.4	20,789	62	0.43
Ft. Hood, TX	8	51,849,780	76	20	4	+4.4	35,929	120	1.43
Ft. Leavenworth, KS	7	19,012,829	79	17	4	+10.6	23,076	69	0.52
Ft. Leonard Wood, MO	7	18,580,810	79	16	5	+2.7	18,512	84	0.51
Ft. Polk, LA	7	21,378,652	76	20	4	+3.5	19,642	91	0.59
Ft. Riley, KS	7	19,423,190	78	18	4	-2.0	23,500	69	0.54
Rock Island, IL	3	4,045,720	81	17	2	-6.3	6,944	49	0.11
Ft. Sam Houston, TX	8	32,430,800	76	20	4	+1.3	26,904	100	0.89
Selfridge ANG, MI	5	11,449,480	81	16	3	-4.3	9,687	98	0.32
Ft. Sheridan, IL	4	7,727,740	84	13	3	-6.3	8,418	77	0.21
Ft. Sill, OK	8	31,428,935	76	20	4	+3.4	31,757	82	0.87
White Sands, NM	3	3,694,876	76	20	4	-0.9	6,768	45	0.10
Region Totals		\$348,175,875	77	19	4	+2.1	311,236	\$ 93	9.60

Main stores with total sq. ft. sales area in *italics* indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

Sales classifications for Army commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000	Class 3 \$300,001-\$500,000	Class 5 \$750,001-\$1,000,000	Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000	Class 4 \$500,001-\$750,000	Class 6 \$1,000,001-\$1,500,000	Class 8 Over \$2,000,000

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* *Interservice.*

Army Commissary Coupon Redemptions — FY84

CONUS

Region	Number	% Share CONUS	% Share Worldwide	\$ Value	% Share CONUS	% Share Worldwide
Midwest	11,700,000	28.0	26.9	2,952,558	28.2	27.4
Northeast	12,400,000	29.7	28.5	3,011,193	28.7	27.8
Southeast	13,000,000	31.1	29.9	3,333,905	31.8	30.8
Western	4,700,000	11.2	10.8	1,188,401	11.3	10.9
CONUS Totals	41,800,000	100.0%	96.1%	\$10,486,057	100.0%	96.9%

Overseas

Region	Number	% Share Overseas	% Share Worldwide	\$ Value	% Share Overseas	% Share Worldwide
Europe	1,700,000	100.0	3.9	331,071	100.0	3.1
Overseas Totals	1,700,000	100.0%	3.9%	\$331,071	100.0%	3.1%
Worldwide Totals	43,500,000		100.0%	\$10,817,128		100.0%

Note: Data reported for Army commissaries do not reflect actual geographic distribution of coupon redemptions since official figures are reported by commissary region, with many stores in certain regions actually operating overseas but reported in CONUS data, and vice-versa.

Army Commissary Sales — FY84

Northeast Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Aberdeen Prov. Grnds., MD	5	\$11,757,351	79	17	4	+3.2	14,229	69	0.32
ARDC, NJ	2	2,469,032	82	14	4	+15.0	6,400	32	0.07
Ft. Belvoir, VA	8	48,146,710	75	20	5	+8.2	26,385	152	1.33
Cameron Station, VA	8	30,699,662	77	17	6	+8.2	37,852	68	0.85
Carlisle Barracks, PA	5	9,959,745	79	16	5	+4.0	11,312	73	0.27
Ft. Devens, MA	6	16,607,180	80	16	4	-4.2	14,705	94	0.46
Ft. Drum, NY	3	4,398,368	79	17	4	+14.1	10,600	35	0.12
Edgewood Arsenal, MD	4	6,152,181	80	16	4	+3.4	11,658	44	0.17
Ft. Hamilton, NY	5	10,311,615	82	14	4	+15.1	13,300	65	0.28
Ft. McNair, DC	4	7,052,018	77	18	5	-2.4	12,573	47	0.19
Ft. Meade, MD	8	30,092,302	78	18	4	+3.4	27,178	92	0.83
Ft. Monmouth, NJ	7	18,140,432	79	16	5	-1.4	24,064	63	0.50
Ft. Myer, VA	7	21,138,174	77	19	4	+1.2	19,056	92	0.58
New Cumberland, PA	4	6,355,589	85	12	3	+1.1	16,798	32	0.18
Oakdale ASC, PA	4	8,716,360	81	16	3	-3.7	6,000	121	0.24
Ft. Ritchie, MD	4	6,990,129	78	18	4	+2.2	5,500	106	0.19
Seneca AD, NY	2	2,488,154	80	17	3	+3.7	3,866	54	0.07
Stewart AB, NY	3	4,148,570	77	18	5	+2.8	5,900	59	0.11
Tobyhanna AD, PA	3	5,685,391	84	13	3	-1.9	9,000	53	0.16
Vint Hill Farms, VA	4	7,883,519	75	21	4	+0.4	8,088	81	0.22
Walter Reed AMC, DC	8	25,193,731	77	19	4	+3.4	25,000	84	0.70
West Point, NY	4	8,818,718	74	20	6	-1.4	5,290	139	0.24
Region Totals		\$293,204,931	78	18	4	+3.5	314,754	\$ 78	8.09

Main stores with total sq. ft. sales area in *italics* indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

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Army Commissary Region Rankings by ACV CONUS and Overseas...based on FY84 sales

CONUS

Rank	Region	ACV
1	Southeast	10.13
2	Midwest	9.60
3	Northeast	8.09
4	Western	3.57

Total Army
CONUS ACV 31.39

Overseas

Rank	Region	ACV
1	European	30.27
2	Western (Overseas)	11.09
3	Midwest (Panama)	3.59
4	Southeast (Puerto Rico)	2.62

Total Army Overseas
ACV 47.57

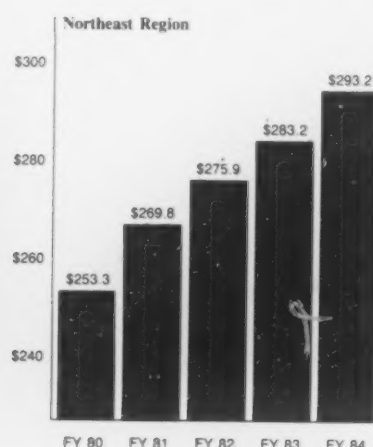
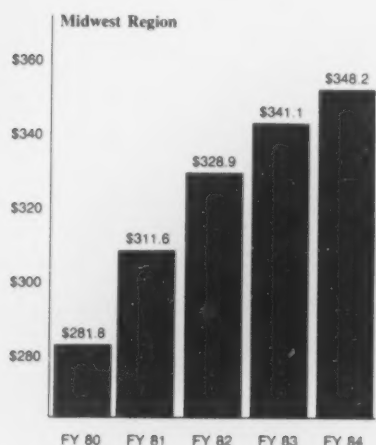
Note: Totals may not add due to rounding.

Army Commissary Sales — FY84

It's A Fact!

5-Year Total Sales Summary — (TSA)/\$ Millions

5-Year Total Sales Summary — (TSA)/\$ Millions



Can you name the ten *overseas* military commissaries that last year reported the highest average monthly dollar sales per square foot of selling space?

1. Wiesbaden, FRG (\$639)
2. Vicenza, Italy (\$165)
3. Pearl Harbor, HI (\$164)
4. Hickam AFB, HI (\$115)
5. Subic Bay, Philippines (\$112)
6. Corozal, Panama (\$110)
7. Mannheim, FRG (\$109)
8. Mainz, FRG (\$107)
9. Taegu, Korea (\$104)
10. Pusan, Korea (\$103)

Southeast Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ft. Benning, GA	8	\$ 38,282,191	77	19	4	+0.2	32,543	98	1.06
Ft. Bragg, NC	8	51,356,606	76	20	4	+0.8	41,782	102	1.42
Ft. Campbell, KY	8	33,271,888	75	21	4	+1.6	25,636	108	0.92
Ft. Eustis, VA	7	19,312,757	78	18	4	+8.9	24,620	65	0.53
Ft. Gillem, GA	7	22,234,867	78	19	3	+5.8	22,072	84	0.61
Ft. Gordon, GA	8	26,132,616	75	20	5	+2.1	22,184	84	0.72
Hunter AAF, GA	5	10,778,428	76	20	4	+1.1	17,500	51	0.30
Ft. Jackson, SC	7	22,479,175	77	18	5	+2.0	10,280	182	0.62
Ft. Knox, KY	8	31,181,101	76	20	4	+1.1	36,192	72	0.86
Ft. Lee, VA	7	19,189,223	76	19	5	+0.2	25,216	63	0.53
Lexington, KY	3	3,080,032	84	13	3	-4.7	3,300	78	0.08
Ft. McClellan, AL	6	16,269,977	78	18	4	+1.6	15,286	86	0.45
Ft. McPherson, GA	3	5,620,253	78	17	5	+2.9	8,139	58	0.16
Camp Merrill, GA	1	340,123	87	11	2	-2.2	1,416	20	0.01
Ft. Monroe, VA	4	7,470,180	78	18	4	+0.0	8,049	77	0.21
Redstone Arsenal, AL	7	21,885,599	76	19	5	+1.6	21,279	86	0.60
Richmond DGSC, VA	3	5,341,306	76	19	5	-1.4	13,200	34	0.15
Ft. Rucker, AL	6	17,592,213	79	17	4	+3.6	17,200	85	0.49
Ft. Stewart, GA	6	15,294,464	76	20	4	+2.7	27,767	46	0.42
Region Totals*		\$367,112,999	77	19	4	+1.9	373,661	\$ 82	10.13

* Excludes sales for Ft. Buchanan (San Juan), Puerto Rico; data for this store are included in Army's overseas sales.

Main stores with total sq. ft. sales area in italics indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

Army Commissary Sales — FY84

Western Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Dugway Prov. Grnds., UT	2	\$ 1,765,872	80	14	6	-6.1	7,056	21	0.05
Ft. Huachuca, AZ	6	16,206,412	75	20	5	+5.3	20,087	67	0.45
Ft. Irwin, CA	3	3,627,810	76	19	5	+30.4	6,594	46	0.10
Ft. Lewis, WA	8	41,518,103	78	18	4	-0.2	16,540	209	1.15
Oakland AB, CA	4	7,755,464	78	18	4	-12.4	14,919	43	0.21
Ft. Ord, CA	8	35,434,257	75	21	4	+0.9	18,190	162	0.98
Presidio of S.F., CA	7	19,276,643	74	20	6	-1.5	23,264	69	0.53
Sierra AD, CA	2	2,080,656	81	16	3	-0.1	4,500	39	0.06
Yuma Prov. Grnds., AZ	2	1,757,937	84	12	4	-4.2	6,125	24	0.05
Region Totals*		\$129,423,154	76	19	5	+0.2	117,275	\$ 92	3.57

*Excludes sales for Forts Richardson, Greely and Wainwright, AK, and Schofield Barracks, HI; data for these stores are included in Army's overseas report.

Main stores with total sq. ft. sales area in *italics* indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
CONUS Totals	\$1,137,916,959	77%	19%	4%	+2.2%	1,821,425	\$ 85	31.39%

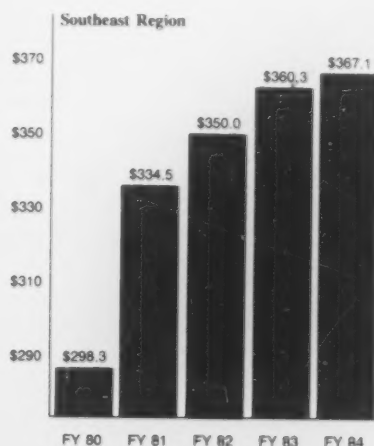
Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or region FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classed and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for *all* service branches.

* *Interservice*.

It's A Fact!

5-Year Total Sales Summary—(TSA)/\$ Millions



5-Year Total Sales Summary—(TSA)/\$ Millions



Can you name the ten *CONUS* military commissaries that last year reported the highest average monthly dollar sales per square foot of selling space?

1. Ft. Lewis, WA (\$209)
2. Ft. Jackson, SC (\$182)
3. MacDill AFB, FL (\$164)
4. Ft. Ord, CA (\$162)
5. Carswell AFB, TX (\$155)
6. West Point, NY (\$139)
7. Ft. Bliss, TX (\$129)
8. Ft. Carson, CO (\$124)
9. Fitzsimons AMC, CO (\$122)
10. Oakdale ASC, PA (\$121)

Army Commissary Sales — FY84

Army Commissary Store Rankings by ACV CONUS and Overseas... based on FY84 sales

The ACV (All Commodity Volume) rankings are provided as a sales and marketing management tool for companies who wish to identify marketing opportunities with accurate sales performance data. The ACV for each CONUS and overseas Army commissary is calculated by dividing the sales totals for all CONUS or overseas commissaries of all service branches into that individual store's sales total. The overseas ACV for Yongsan in Korea, for example, indicates that 4.14 percent of all overseas commissaries' sales, regardless of their service branch affiliation, were generated at Yongsan. Excluded from all sales data in this *Inter-service* report are FY84 sales at Coast Guard's two commissaries, one in CONUS (Governors Island, NY) and one overseas (Kodiak, AK), because official data is not available.

CONUS

Rank	Store	ACV
1	Ft. Hood, TX	1.43
2	Ft. Bragg, NC	1.42
3	Ft. Bliss, TX	1.39
4	Ft. Belvoir, VA	1.33
5	Ft. Lewis, WA	1.15
6	Ft. Benning, GA	1.06
7	Ft. Ord, CA	0.98
8	Ft. Campbell, KY	0.92
9	Ft. Carson, CO	0.90
10	Ft. Sam Houston, TX	0.89
11	Ft. Sill, OK	0.87
12	Ft. Knox, KY	0.86
13	Cameron Station, VA	0.85
14	Ft. Meade, MD	0.83
15	Ft. Gordon, GA	0.72
16	Walter Reed AMC, DC	0.70
17	Ft. Jackson, SC	0.62
18	Ft. Gillem, GA	0.61
19	Redstone Arsenal, AL	0.60
20	Ft. Polk, LA	0.59
21	Ft. Myers, VA	0.58
22	Ft. Riley, KS	0.54
23	Ft. Eustis, VA	0.53
24	Presidio of S.F., CA	0.53
25	Ft. Lee, VA	0.53
26	Ft. Leavenworth, KS	0.52
27	Ft. Leonard Wood, MO	0.51
28	Ft. Monmouth, NJ	0.50
29	Ft. Rucker, AL	0.49
30	Ft. Devens, MA	0.46
31	Ft. McClellan, AL	0.45
32	Ft. Huachuca, AZ	0.45
33	Ft. Ben Harrison, IN	0.43
34	Granite City AD, IL	0.43

35	Ft. Stewart, GA	0.42
36	Fitzsimons AMC, CO	0.35
37	Aberdeen Prov. Grnds., MD	0.32
38	Selfridge ANG, MI	0.32
39	Hunter AAF, GA	0.30
40	Ft. Hamilton, NY	0.28
41	Carlisle Barracks, PA	0.27
42	West Point, NY	0.24
43	Oakdale ASC, PA	0.24
44	Vint Hill Farms, VA	0.22
45	Oakland AB, CA	0.21
46	Ft. Sheridan, IL	0.21
47	Ft. Monroe, VA	0.21
48	Ft. McNair, DC	0.19
49	Ft. Ritchie, MD	0.19
50	New Cumberland, PA	0.18
51	Edgewood Arsenal, MD	0.17
52	Tobyhanna AD, PA	0.16
53	Ft. McPherson, GA	0.16
54	Richmond DGSC, VA	0.15
55	Ft. Drum, NY	0.12
56	Stewart AB, NY	0.11
57	Rock Island, IL	0.11
58	White Sands, NM	0.10
59	Ft. Irwin, CA	0.10
60	Lexington, KY	0.08
61	Seneca AD, NY	0.07
62	ARDC, NJ	0.07
63	Sierra AD, CA	0.06
64	Dugway Prov. Grnds., AZ	0.05
65	Yuma Prov. Grnds., AZ	0.05
66	Camp Merrill, GA	0.01

Overseas

Rank	Store	ACV
1	Yongsan, Korea	4.14
2	Schofield Barracks, HI	3.17
3	Ft. Buchanan, PR	2.62
4	Frankfurt, FRG	1.65
5	Corozal, Panama	1.61
6	Fuerth, FRG	1.49
7	Wiesbaden, FRG	1.48
8	Heidelberg, FRG	1.34
9	Mannheim, FRG	1.25
10	Hanau, FRG	1.11
11	Berlin (Free Zone), FRG	1.04
12	Giessen, FRG	1.04
13	Ft. Richardson, AK	1.02
14	Bremerhaven, FRG	0.97
15	Balboa, Panama	0.96
16	Robinson Barracks, FRG	0.89
17	Augsburg, FRG	0.84
18	Baumholder, FRG	0.83
19	Ft. Wainwright, AK	0.79

20	Schweinfurt, FRG	0.78
21	Taegu, Korea	0.78
22	Sagamihara, Japan	0.68
23	Darmstadt, FRG	0.64
24	Bamberg, FRG	0.64
25	Wuerzburg, FRG	0.64
26	Ansbach, FRG	0.63
27	Karlsruhe, FRG	0.58
28	Chievres, Belgium	0.56
29	Munich, FRG	0.55
30	Patch Barracks, FRG	0.55
31	Ft. Gulick, Panama	0.54
32	Vicenza, Italy	0.52
33	Aschaffenberg, FRG	0.51
34	Grafenwoehr, FRG	0.51
35	Zweibruecken, FRG	0.50
36	Kitzingen, FRG	0.50
37	Pirmasens, FRG	0.49
38	Kobbe/Howard, Panama	0.48
39	Heilbronn, FRG	0.45
40	Schinnen, FRG	0.44
41	Riyadh, Saudi Arabia	0.43
42	Mainz, FRG	0.41
43	Fulda, FRG	0.41
44	Bad Kreuznach, FRG	0.39
45	Neu Ulm, FRG	0.37
46	Gelnhausen, FRG	0.33
47	Kelley Barracks, FRG	0.33
48	Pusan, Korea	0.29
49	Wildflecken, FRG	0.27
50	Livorno, Italy	0.26
51	Worms, FRG	0.25
52	Bad Nauheim, FRG	0.25
53	Ft. Greely, AK	0.23
54	Illesheim, FRG	0.22
55	Dhahran, Saudi Arabia	0.21
56	Ludwigsburg, FRG	0.20
57	Erlangen, FRG	0.20
58	Schwaebisch Gmuend, FRG	0.19
59	Goeppingen, FRG	0.18
60	Cairo, Egypt	0.17
61	Menwith Hill (Harrogate), UK	0.17
62	Bad Kissingen, FRG	0.17
63	Amberg, FRG	0.14
64	Wertheim, FRG	0.14
65	Berchtesgaden, FRG	0.14
66	Bad Hersfeld, FRG	0.13
67	Bindlach, FRG	0.12
68	Crailsheim, FRG	0.12
69	Hohenfels, FRG	0.12
70	Garmisch, FRG	0.11
71	Bad Toelz, FRG	0.11
72	Schwaebisch Hall, FRG	0.10
73	Jidda, Saudi Arabia	0.09
74	Bad Aibling, FRG	0.07
75	Idar Oberstein, FRG	0.07

It's A Fact!

Did you know that the average monthly sales per square foot of selling space in the average military commissary last year totaled \$60.30?

Army Commissary Sales — FY84

Analysis of Sales by Store and Region (Overseas)

Midwest Region/Panama

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Balboa *	5	\$ 9,105,368	84	12	4	+11.2	16,178	47	0.96
Corozal	6	15,305,471	83	13	4	+5.9	11,564	110	1.61
Ft. Gulick	3	5,101,954	80	15	5	-1.7	5,200	82	0.54
Kobbe/Howard	3	4,579,636	81	14	5	+10.9	5,400	71	0.48
Panama Totals		\$34,092,429	82	13	5	+6.7	38,342	\$ 74	3.59

* Army's commissary at Balboa closed 9/30/84.

Southeast Region/Puerto Rico

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ft. Buchanan	8	\$24,862,351	96	—	4	-3.3	26,576	\$78	2.62

Western Region/Alaska, Hawaii & Korea

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ft. Greely, AK	2	\$ 2,145,920	74	20	6	+2.4	6,290	28	0.23
Pusan, Korea	2	2,747,342	87	8	5	-1.3	2,205	103	0.29
Ft. Richardson, AK	5	9,688,061	76	19	5	+2.4	15,713	51	1.02
Sagamihara, Japan	4	6,479,502	84	12	4	+7.2	19,053	28	0.68
Schofield Barracks, HI	8	30,162,216	75	19	6	-1.1	32,718	77	3.17
Taegu, Korea	4	7,365,908	89	7	4	+0.2	5,900	104	0.78
Ft. Wainwright, AK	4	7,472,483	74	21	5	+24.9	8,066	77	0.79
Yongsan, Korea	8	39,348,077	87	10	3	-0.4	33,614	97	4.14
Western (Overseas) Totals		\$105,409,509	81	14	5	+1.6	123,559	\$ 71	11.09

Main stores with total sq. ft. sales area in italics indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

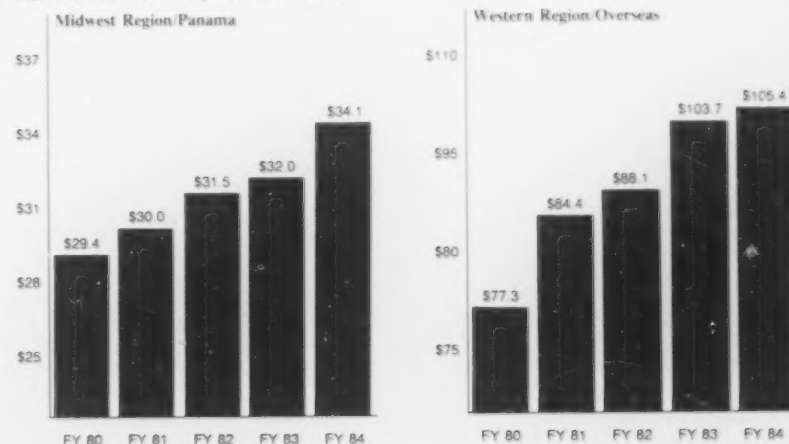
Sales classifications for Army commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000	Class 3 \$300,001-\$500,000	Class 5 \$750,001-\$1,000,000	Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000	Class 4 \$500,001-\$750,000	Class 6 \$1,000,001-\$1,500,000	Class 8 Over \$2,000,000

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5-Year Total Sales Summary — (TSA) \$ Millions



Army Commissary Sales — FY84

European Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Amberg, FRG	2	\$ 1,370,204	89	7	4	+5.5	2,640	43	0.14
Ansbach, FRG	3	5,982,359	84	11	5	-1.4	11,961	42	0.63
Aschaffenburg, FRG	3	4,841,126	84	11	5	+6.3	9,760	41	0.51
Augsburg, FRG	4	7,954,958	84	11	5	+0.3	9,681	68	0.84
Bad Aibling, FRG	1	702,989	84	10	6	+7.7	4,250	14	0.07
Bad Hersfeld, FRG	2	1,259,760	88	7	5	+6.0	4,375	24	0.13
Bad Kissingen, FRG	2	1,575,690	86	9	5	+5.6	2,347	56	0.17
Bad Kreuznach, FRG	3	3,668,064	86	9	5	-2.3	12,190	25	0.39
Bad Nauheim, FRG	2	2,381,174	85	10	5	+12.1	6,176	32	0.25
Bad Toelz, FRG	1	1,033,216	82	11	7	-0.6	4,585	18	0.11
Bamberg, FRG	4	6,077,005	85	11	4	+6.3	9,236	55	0.64
Baumholder, FRG	4	7,914,579	85	10	5	-3.6	16,441	40	0.83
Berchtesgaden, FRG	2	1,285,394	83	14	3	-8.7	22,963	5	0.14
Berlin (Free Zone), FRG	5	9,884,227	81	11	8	+4.1	14,147	58	1.04
Bindlach, FRG	1	1,128,341	88	8	4	-2.8	3,279	29	0.12
Bremerhaven, FRG	5	9,214,824	86	10	4	+6.8	19,152	40	0.97
Cairo, Egypt	2	1,599,476	94	-	6	+1.8	N.A.	N.A.	0.17
Chievres, Belgium	3	5,274,800	84	11	5	+0.9	10,609	41	0.56
Crailsheim, FRG	1	1,118,720	85	10	5	-7.4	2,390	39	0.12
Darmstadt, FRG	4	6,100,238	84	12	4	+4.5	15,140	34	0.64
Dhahran, Saudi Arabia	2	2,040,503	92	-	8	-2.6	N.A.	N.A.	0.21
Erlangen, FRG	2	1,864,011	88	8	4	+3.5	2,410	64	0.20
Frankfurt, FRG	6	15,727,350	83	12	5	-2.6	17,670	74	1.65
Fuerth, FRG	6	14,123,404	85	11	4	+6.5	12,250	96	1.49
Fulda, FRG	3	3,864,008	83	12	5	+6.1	6,718	47	0.41
Garmisch, FRG	1	1,092,571	83	10	7	-4.4	2,895	31	0.11
Gelnhausen, FRG	2	3,174,622	87	9	4	+5.0	8,671	30	0.33
Giessen, FRG	5	9,877,032	86	10	4	+9.9	19,954	41	1.04
Goeppingen, FRG	2	1,749,575	86	9	5	+1.9	2,547	57	0.18
Grafenwoehr, FRG	3	4,827,462	86	9	5	+18.9	8,349	48	0.51
Hanau, FRG	5	10,557,282	86	10	4	+5.6	11,147	79	1.11
Heidelberg, FRG	6	12,697,483	83	12	5	+3.8	18,700	57	1.34
Heilbronn, FRG	3	4,240,807	83	12	5	+0.2	9,328	38	0.45
Hohenfels, FRG	1	1,112,890	87	9	4	-2.0	3,390	27	0.12
Idar Oberstein, FRG	1	640,374	88	8	4	+0.8	2,580	20	0.07
Illesheim, FRG	2	\$ 2,086,799	85	10	5	+5.3	4,701	37	0.22
Jidda, Saudi Arabia	1	879,144	92	-	8	-17.0	3,356	22	0.09
Karlsruhe, FRG	3	5,498,203	87	9	4	-11.2	8,037	57	0.58
Kelley Barracks, FRG	2	3,163,429	83	11	6	-2.8	9,465	28	0.33
Kitzingen, FRG	3	4,751,999	83	12	5	+20.6	11,139	36	0.50
Livorno, Italy	2	2,445,459	84	11	5	-2.7	5,540	37	0.26

Army Commissary Sales — FY84

European Region, continued.

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Ludwigsburg, FRG	2	1,866,019	86	10	4	-25.9	4,428	35	0.20
Mainz, FRG	3	3,870,893	85	10	5	-5.3	2,990	107	0.41
Mannheim, FRG	5	11,899,701	83	12	5	-2.4	9,093	109	1.25
Menwith Hill (Harrogate), UK	2	1,583,866	79	15	6	+1.7	2,752	48	0.17
Munich, FRG	3	5,263,623	80	13	7	-3.1	10,240	43	0.55
Neu Ulm, FRG	2	3,843,261	83	13	4	-9.7	7,160	41	0.37
Patch Barracks, FRG	3	5,253,817	82	13	5	-5.6	4,315	101	0.55
Pirmasens, FRG	3	4,631,366	86	10	4	-1.0	7,133	54	0.49
Riyadh, Saudi Arabia	3	4,075,158	92	-	8	-6.9	4,507	75	0.43
Robinson Barracks, FRG	4	8,421,496	83	12	5	+41.3	10,612	66	0.89
Schinnen, FRG	3	4,223,256	83	13	4	+3.7	11,053	32	0.44
Schwaebisch Gmuend, FRG	2	1,784,434	85	10	5	+6.0	4,222	35	0.19
Schwaebisch Hall, FRG	1	915,170	85	10	5	-0.4	3,816	20	0.10
Schweinfurt, FRG	4	7,391,597	84	11	5	+7.2	17,833	34	0.78
Vicenza, Italy	3	4,929,529	84	10	6	+3.6	3,732	165	0.52
Wertheim, FRG	2	1,352,650	86	9	5	-2.4	3,617	3	0.14
Wiesbaden, FRG	6	14,088,702	82	12	6	+5.4	1,836	639	1.48
Wildflecken, FRG	2	2,597,613	88	8	4	+3.3	5,277	41	0.27
Worms, FRG	2	2,399,747	82	13	5	+4.1	5,245	38	0.25
Wuerzburg, FRG	4	6,051,023	85	11	4	+0.2	8,100	62	0.64
Zweibruecken, FRG	3	4,769,312	83	12	5	-4.5	9,334	4	0.50
European Region Totals		\$287,693,784	84	11	5	+2.7	497,464	\$ 48*	30.27

* Calculated on the basis of *Interservice* estimates of sales area at Cairo and Dhahran at 5,000 sq. ft. each.

N.A. = Not available.

Main stores with total sq. ft. sales area in italics indicates that the sales area for one or more grocery annexes at that location are included in the main store's sales area total. Sales at annexes also are included in the main store's sales total.

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or region FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classed and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

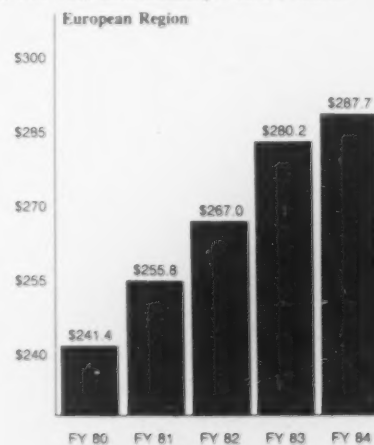
* *Interservice*.

It's A Fact!

Did you know which are the ten *CONUS* military commissaries with the highest FY84 total store sales increase?

1. Los Angeles AFS, CA (+51.5%)
2. Camp Lejeune (Tarawa Terrace), NC (+30.6%)
3. Ft. Irwin, CA (+30.4%)
4. Miramar, CA (+26.8%)
5. Charleston NS, SC (+25.1%)
6. Pensacola, FL (+25.1%)
7. Charleston NWS, SC (+24.4%)
8. Dahlgren, VA (21.0%)
9. Parris Island, SC (+20.5%)
10. Cutler, ME (+19.2%)

5-Year Total Sales Summary—(TSA)\$ Millions



Army Commissary Sales — FY84

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
Overseas Totals	\$452,058,073	84%	11%	5%	+2.4%	685,981	\$ 55	47.57%
Worldwide Totals	\$1,589,975,032	79%	17%	4%	+2.2%	1,802,907	\$ 74	34.75%

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

The ACV (All Commodity Volume) analysis shows each individual commissary or region FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classed and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

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Army Commissary Store Rankings by Average Monthly \$ Sales/Square Foot... based on FY84 sales

Overseas stores are in *italics*.

N.A. = Not available.

Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.	Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.	Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.
1	Wiesbaden, FRG	639	42	Hanau, FRG	79	92	Amberg, FRG	43
2	Ft. Lewis, WA	209	43	Ft. Buchanan, PR	78	93	Munich, FRG	43
3	Ft. Jackson, SC	182	44	Lexington, KY	78	94	Oakland AB, CA	43
4	Vicenza, Italy	165	45	Ft. Monroe, VA	77	95	Zweibruecken, FRG	43
5	Ft. Ord, CA	162	46	Ft. Wainwright, AK	77	96	Ansbach, FRG	42
6	Ft. Belvoir, VA	152	47	Ft. Sheridan, IL	77	97	Aschaffenberg, FRG	41
7	West Point, NY	139	48	Schofield Barracks, HI	77	98	Chievres, Belgium	41
8	Ft. Bliss, TX	129	49	Riyadh, Saudi Arabia	75	99	Giessen, FRG	41
9	Ft. Carson, CO	124	50	Frankfurt, FRG	74	100	Neu Ulm, FRG	41
10	Fitzsimons AMC, CO	122	51	Carlisle Barracks, PA	73	101	Wildflecken, FRG	41
11	Oakdale ASC, PA	121	52	Ft. Knox, KY	72	102	Baumholder, FRG	40
12	Ft. Hood, TX	120	53	Kobbe/Howard, Panama	71	103	Bremerhaven, FRG	40
13	Corozal, Panama	110	54	Aberdeen Prov. Grds., MD	69	104	Crailsheim, FRG	39
14	Mannheim, FRG	109	55	Ft. Leavenworth, KS	69	105	Sierra AD, CA	39
15	Ft. Campbell, KY	108	56	Ft. Riley, KS	69	106	Heilbronn, FRG	38
16	Mainz, FRG	107	57	Presidio of S.F., CA	69	107	Worms, FRG	38
17	Ft. Ritchie, MD	106	58	Augsburg, FRG	68	108	Illesheim, FRG	37
18	Taeju, Korea	104	59	Cameron Station, VA	68	109	Livorno, Italy	37
19	Pusan, Korea	103	60	Ft. Huachuca, AZ	67	110	Kitzingen, FRG	36
20	Ft. Bragg, NC	102	61	Robinson Barracks, FRG	66	111	Ft. Drum, NY	35
21	Patch Barracks, FRG	101	62	Ft. Eustis, VA	65	112	Ludwigsburg, FRG	35
22	Ft. Sam Houston, TX	100	63	Ft. Hamilton, NY	65	113	Schwaebisch Gmuend, FRG	35
23	Ft. Benning, GA	98	64	Erlangen, FRG	64	114	Darmstadt, FRG	34
24	Selfridge ANG, MI	98	65	Ft. Lee, VA	63	115	Richmond DGSC, VA	34
25	Yongsan, Korea	97	66	Ft. Monmouth, NJ	63	116	Schweinfurt, FRG	34
26	Fuerth, FRG	96	67	Granite City AD, IL	62	117	ARDC, NJ	32
27	Ft. Devens, MA	94	68	Wuerzburg, FRG	62	118	Bad Nauheim, FRG	32
28	Ft. Meade, MD	92	69	Stewart AB, NY	59	119	New Cumberland, PA	32
29	Ft. Myer, VA	92	70	Berlin (Free Zone), FRG	58	120	Schinnen, FRG	32
30	Ft. Polk, LA	91	71	Ft. McPherson, GA	58	121	Garmisch, FRG	31
31	Ft. McClellan, AL	86	72	Goeppingen, FRG	57	122	Wertheim, FRG	31
32	Redstone Arsenal, AL	86	73	Heidelberg, FRG	57	123	Gelnhausen, FRG	30
33	Ft. Rucker, AL	85	74	Karlsruhe, FRG	57	124	Bindlach, FRG	29
34	Ft. Gillem, GA	84	75	Bad Kissingen, FRG	56	125	Ft. Greely, AK	28
35	Ft. Gordon, GA	84	76	Bamberg, FRG	55	126	Kelley Barracks, FRG	28
36	Ft. Leonard Wood, MO	84	77	Pirmasens, FRG	54	127	Sagamihara, Japan	28
37	Walter Reed AMC, DC	84	78	Seneca AD, NY	54	128	Hohenfels, FRG	27
38	Ft. Gulick, Panama	82	79	Tobyhanna AD, PA	53	129	Bad Krueznach, FRG	25
39	Ft. Sill, OK	82	80	Ft. Richardson, AK	51	130	Bad Hersfeld, FRG	24
40	Ft. Ben Harrison, IN	81	81	Hunter AAF, GA	51	131	Yuma Prov. Grds., AZ	24
41	Vint Hill Farms, VA	81	82	Rock Island, IL	49	132	Jidda, Saudi Arabia	22
			83	Grafenwoehr, FRG	48	133	Dugway Prov. Grds., UT	21
			84	Menwith Hill (Harrogate), UK	48	134	Camp Merrill, GA	20
			85	Balboa, Panama	47	135	Idar Oberstein, FRG	20
			86	Ft. McNair, DC	47	136	Schwaebisch Hall, FRG	20
			87	Fulda, FRG	47	137	Bad Toelz, FRG	18
			88	Ft. Irwin, CA	46	138	Bad Aibling, FRG	14
			89	Ft. Stewart, GA	46	139	Berchtesgaden, FRG	5
			90	White Sands, NM	45	—	Cairo, Egypt	N.A.
			91	Edgewood Arsenal, MD	44	—	Dhahran, Saudi Arabia	N.A.

Marine Corps Commissary Sales — FY84

Analysis of Sales by Store and Complex (Continental United States)

East Coast Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Camp Lejeune (Hadnot Point), NC	6	\$12,325,175	74	22	4	+9.2	22,000	47	0.34
Camp Lejeune (Tarawa Terrace), NC	6	12,627,366	74	21	5	+30.6	24,756	43	0.35
Cherry Point, NC	6	15,384,917	79	16	5	+15.2	18,655	69	0.42
New River, NC	2	2,642,397	76	19	5	+17.0	6,344	35	0.07
Parris Island, SC	4	7,291,479	75	19	6	+20.5	12,737	48	0.20
Complex Totals		\$50,271,334	76	19	5	+17.9	84,492	\$50	1.39

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

Sales classifications for Marine Corps commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000	Class 3 \$300,001-\$500,000	Class 5 \$750,001-\$1,000,000	Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000	Class 4 \$500,001-\$750,000	Class 6 \$1,000,001-\$1,500,000	Class 8 Over \$2,000,000

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classified and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

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Marine Corps Commissary Coupon Redemptions — FY84

CONUS

Store	Number	% Share CONUS	% Share Worldwide	\$ Value	% Share CONUS	% Share Worldwide
Albany, GA	179,440	3.8	3.6	49,279	3.8	3.6
Barstow, CA	72,265	1.5	1.5	24,730	1.9	1.8
Camp Pendleton, CA	634,210	13.6	12.9	194,593	15.0	14.3
Cherry Point, NC	465,434	10.0	9.5	123,592	9.6	9.1
El Toro, CA	880,261	18.9	17.9	244,920	19.0	18.0
Hadnot Point, NC	387,941	8.3	7.9	103,670	8.0	7.6
New River, NC	64,836	1.4	1.3	17,104	1.3	1.3
Parris Island, SC	197,341	4.2	4.0	51,092	4.0	3.8
Quantico, VA	968,012	20.8	19.7	260,543	20.2	19.1
San Onofre, CA	97,712	2.0	2.0	27,862	2.1	2.1
Tarawa Terrace, NC	412,678	8.9	8.4	109,971	8.5	8.1
Twentynine Palms, CA	184,393	4.0	3.7	52,186	4.0	3.8
Yuma, AZ	119,924	2.6	2.4	33,202	2.6	2.4
CONUS Totals	4,664,447	100.0%	94.8%	\$1,292,744	100.0%	95.0%

Overseas

Store	Number	% Share Overseas	% Share Worldwide	\$ Value	% Share Overseas	% Share Worldwide
Iwakuni, Japan	-0-	-0-	-0-	-0-	-0-	-0-
Kaneohe Bay, HI	254,133	100.0	5.2	68,877	100.0	5.0
Overseas Totals	254,133	100.0%	5.2%	\$68,877	100.0%	5.0%
Worldwide Totals	4,918,580		100.0%	\$1,361,621		100.0%

Marine Corps Commissary Sales — FY84

West Coast Complex

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Barstow, CA	2	\$ 2,720,604	76	18	6	+17.3	6,283	36	0.08
Camp Pendleton, CA	7	19,873,904	73	20	7	+4.6	20,240	82	0.55
Camp Pendleton (San Onofre), CA	2	3,516,999	77	16	7	+8.3	8,674	34	0.10
El Toro, CA	7	21,535,950	77	17	6	+5.6	26,520	68	0.59
Twentynine Palms, CA	4	7,084,352	76	18	6	+10.5	11,000	54	0.20
Yuma, AZ	3	5,532,791	78	17	5	+10.7	12,630	37	0.15
Complex Totals		\$60,264,600	75	18	7	+6.9	85,347	\$59	1.66

Stand-Alone Stores

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Albany, GA	3	\$ 5,395,281	76	19	5	+0.6	15,325	29	0.15
Quantico, VA	7	21,252,534	75	20	5	+12.3	21,300	83	0.59

Totals

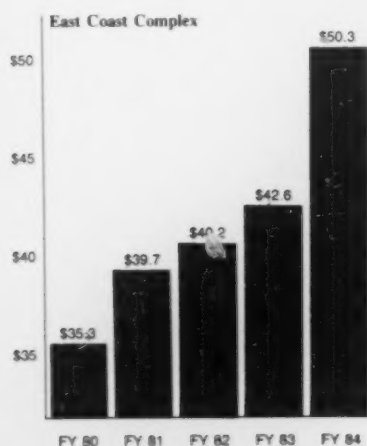
	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
CONUS Totals	\$137,183,749	75%	19%	6%	+11.3%	206,464	\$ 55	3.78%

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

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5-Year Total Sales Summary—USMC/\$ Millions



5-Year Total Sales Summary—USMC/\$ Millions



5-Year Total Sales Summary—USMC/\$ Millions



Marine Corps Commissary Sales — FY84

Analysis of Sales by Store (Overseas)

Overseas

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Iwakuni, Japan	2	\$ 2,411,668	82	15	3	+7.4	5,010	40	0.25
Kaneohe Bay, HI	5	11,456,174	76	17	7	+4.0	13,800	69	1.21

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
Overseas Totals	\$13,867,842	77%	16%	7%	+4.6%	18,810	\$ 61	1.46%
Worldwide Totals	\$151,051,591	75%	19%	6%	+10.6%	225,274	\$ 56	3.30%

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

Sales classifications for Marine Corps commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000 Class 3 \$300,001-\$500,000 Class 5 \$750,001-\$1,000,000 Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000 Class 4 \$500,001-\$750,000 Class 6 \$1,000,001-\$1,500,000 Class 8 Over \$2,000,000

The ACV (All Commodity Volume) analysis shows each individual commissary or complex FY84 sales total as a percentage of separately combined CONUS and overseas sales of all Army, Air Force, Marine Corps and Navy commissaries. Sales at commissaries in Alaska, Hawaii, Puerto Rico and other locations not contiguous with the 48 continental United States are classed and reported "Overseas." The ACV given for "Worldwide Totals" represents the percent sales share of commissaries operated by that service branch against the FY84 worldwide sales reported for all service branches.

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Marine Corps Commissary Store Rankings by ACV CONUS and Overseas... based on FY84 sales

The ACV (All Commodity Volume) rankings are provided as a sales and marketing management tool for companies who wish to identify marketing opportunities with accurate sales performance data. The ACV for each CONUS and overseas Marine Corps commissary is calculated by dividing the sales totals for all CONUS or overseas commissaries of all service branches into that individual store's sales total. The

CONUS ACV for El Toro, CA, for example, indicates that 0.59 percent of all CONUS commissaries' sales, regardless of their service branch affiliation, were generated at El Toro. Excluded from all sales data in this *Interservice* report are FY84 sales at Coast Guard's two commissaries, one in CONUS (Governors Island, NY) and one overseas (Kodiak, AK), because official data are not available.

CONUS

Rank	Store	ACV
1	El Toro, CA	0.59
2	Quantico, VA	0.59
3	Camp Pendleton, CA	0.55
4	Cherry Point, NC	0.42
5	Camp Lejeune (Tarawa Terrace), NC	0.35
6	Camp Lejeune (Hadnot Point), NC	0.34
7	Parris Island, SC	0.20
8	Twentynine Palms, CA	0.20
9	Yuma, AZ	0.15

10	Albany, GA	0.15
11	Camp Pendleton (San Onofre), CA	0.10
12	Barstow, CA	0.08
13	New River, NC	0.07

Total Marine Corps CONUS ACV 3.78

Overseas

1	Kaneohe Bay, HI	0.21
2	Iwakuni, Japan	0.25

Total Marine Corps Overseas ACV 1.46

Marine Corps Commissary Rankings by Average Monthly \$ Sales/ Square Foot... based on FY84 sales

Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.
1	Quantico, VA	83
2	Camp Pendleton, CA	82
3	Cherry Point, NC	69
4	Kaneohe Bay, HI	69
5	El Toro, CA	68
6	Twentynine Palms, CA	54
7	Parris Island, SC	48
8	Camp Lejeune (Hadnot Point), NC	47
9	Camp Lejeune (Tarawa Terrace), NC	43
10	Iwakuni, Japan	40
11	Yuma, AZ	37
12	Barstow, CA	36
13	New River, NC	35
14	Camp Pendleton (San Onofre), CA	34
15	Albany, GA	29

Navy Commissary Sales — FY84

Analysis of Sales by Store & Region/Group/Division (Continental United States)

Auburn Division

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Bangor, WA	5	\$10,341,218	75	17	8	N/A	22,000	39	0.29
Bremerton, WA	6	9,007,434	75	18	7	-35.2	12,352	61	0.25
Seattle, WA	6	17,006,653	74	20	6	+4.2	13,500	105	0.47
Whidbey Island, WA	5	11,667,982	75	17	8	+10.6	12,354	79	0.32
Auburn Division Totals*		\$48,023,287	75	18	7	+11.7	60,206	\$ 67	1.32

*Excludes sales for Adak, AK; data for this store are included in Navy's overseas sales.

N/A=Not applicable; new store opened 9/83.

Corpus Christi Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Beeville, TX	2	\$ 2,061,278	75	18	7	+13.1	5,464	31	0.06
Corpus Christi, TX	4	7,281,807	74	19	7	+9.3	14,024	43	0.20
Kingsville, TX	2	1,889,560	76	18	6	+14.2	6,700	24	0.05
Corpus Christi Region Totals		\$11,232,645	75	18	7	+10.8	26,188	\$ 36	0.31

Davisville Division

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Brunswick, ME	4	\$ 7,013,874	77	17	6	+9.7	11,662	50	0.19
Cutler, ME	1	607,736	75	19	6	+19.2	2,252	22	0.02
New London, CT	7	22,801,507	75	18	7	+14.4	21,685	88	0.63
Newport, RI	5	12,453,547	73	20	7	+12.1	14,346	72	0.34
Scotia, NY	2	3,062,208	74	21	5	+13.4	8,200	31	0.08
Winter Harbor, ME	1	718,240	78	16	6	+17.1	1,876	32	0.02
Davisville Division Totals		\$46,657,112	75	18	7	+13.1	60,021	\$65	1.29

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

Sales classifications for Navy commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000 Class 3 \$300,001-\$500,000 Class 5 \$750,001-\$1,000,000 Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000 Class 4 \$500,001-\$750,000 Class 6 \$1,000,001-\$1,500,000 Class 8 Over \$2,000,000

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^c Interservice.

Navy Commissary Coupon Redemptions — FY84

	Number	% Share Worldwide	\$ Value	% Share Worldwide
CONUS	27,959,492	98.5	7,190,556	98.5
Overseas	436,604	1.5	110,899	1.5
Worldwide Totals	28,396,096	100.0%	\$7,301,455	100.0%

Navy Commissary Sales — FY84

Navy Commissary Regional Rankings by ACV CONUS and Overseas . . . based on FY84 sales

Note: Totals may not add due to rounding.

CONUS

Rank	Regional Group	ACV
1	San Diego Group	3.92
2	Norfolk Group	2.73
3	Jacksonville Group	2.57
4	Oakland Division	2.21
5	Pensacola Region	1.66
6	Auburn Division	1.32
7	Davisville Division	1.29
8	Patuxent River Region	0.97
9	Great Lakes Region	0.44
10	Corpus Christi Region	0.31
Total Navy CONUS ACV		17.41

Overseas

Rank	Regional Group	ACV
*	(See Note)	4.90
1	Pearl Harbor Region	6.07
2	Yokosuka Region	1.21
3	Naples Region	1.20
4	Subic Bay Region	1.12
5	United Kingdom Region	0.56
Total Navy Overseas ACV		15.05

*The ACV data for 10 stand-alone overseas Navy Commissaries are combined and reported in this table so that the ACV total for all Navy commissaries overseas approximates the true Navy ACV share total for overall, all-service, overseas store activity.

It's A Fact!

Do you know how many military commissary stores were in operation worldwide in FY84? The answer is 374 (excluding Army's 39 grocery annexes).

Potomac Food Distributors

6021 Farrington Ave.
Alexandria, Virginia
22301

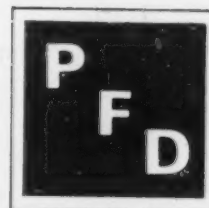
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New Jersey and Pennsylvania



Navy Commissary Sales — FY84

5-Year Total Sales Summary — (NAVERSSO) \$ Millions



5-Year Total Sales Summary — (NAVERSSO) \$ Millions



Navy Commissary Store Rankings by ACV CONUS and Overseas . . . based on FY84 sales

The ACV (All Commodity Volume) rankings are provided as a sales and marketing management tool for companies who wish to identify marketing opportunities with accurate sales performance data. The ACV for each CONUS and overseas Army commissary is calculated by dividing the sales totals for all CONUS or overseas commissaries of all service branches into that individual store's sales total. The overseas ACV for Pearl Harbor, HI, for example, indicates that 5.12 percent of all overseas commissaries' sales, regardless of their service branch affiliation, were generated at Pearl Harbor. Excluded from all sales data in this *Interservice* report are FY84 sales at Coast Guard's two commissaries, one in CONUS (Governors Island, NY) and one overseas (Kodiak, AK), because official data is not available.

CONUS

Rank	Store	ACV
1	Miramar, CA	1.10
2	Little Creek, VA	1.04
3	San Diego NS, CA	0.98
4	Oceana, VA	0.77
5	Jacksonville, FL	0.75
6	Moffett Field, CA	0.72
7	New London, CT	0.63
8	Long Beach, CA	0.61
9	Orlando, FL	0.60
10	Pensacola, FL	0.58
11	Norfolk, VA	0.49
12	Alameda, CA	0.47
13	Seattle, WA	0.47
14	Memphis, TN	0.45

15	Great Lakes, IL	0.42
16	North Island, CA	0.40
17	Port Hueneme, CA	0.38
18	Portsmouth, VA	0.36
19	Newport, RI	0.34
20	Whidbey Island, WA	0.32
21	Mayport, FL	0.30
22	Mare Island, CA	0.29
23	Bangor, WA	0.29
24	New Orleans, LA	0.27
25	Charleston NS, SC	0.27
26	Charleston NWS, SC	0.27
27	Novato (Hamilton), CA	0.26
28	San Diego NTC, CA	0.26
29	Philadelphia, PA	0.25
30	Bremerton, WA	0.25
31	Annapolis, MD	0.23
32	Lemoore, CA	0.22
33	Mitchel Field, NY	0.20
34	Corpus Christi, TX	0.20
35	Brunswick, ME	0.19
36	Patuxent, MD	0.19
37	Cecil Field, FL	0.18
38	Gulfport, MS	0.13
39	Key West, FL	0.13
40	Meridian, MS	0.11
41	Treasure Island, CA	0.11
42	Whiting Field, FL	0.11
43	Foint Mugu, CA	0.10
44	Stockton, CA	0.09
45	Scotia, NY	0.08
46	Yorktown, VA	0.08
47	China Lake, CA	0.07
48	Lakehurst, NJ	0.07
49	Athens, GA	0.06
50	Beeville, TX	0.06

51	Kingsville, TX	0.05
52	Fallon, NV	0.05
53	Dahlgren, VA	0.03
54	El Centro, CA	0.03
55	Winter Harbor, ME	0.02
56	Cutler, ME	0.02
57	Crane, IL	0.01

Overseas

Rank	Store	ACV
1	Pearl Harbor, HI	5.12
2	Guam	1.74
3	Subic Bay, PI	0.99
4	Yokosuka, Japan	0.90
5	Barbers Point, HI	0.86
6	Roosevelt Roads, PR	0.79
7	Naples, Italy	0.76
8	Rota, Spain	0.58
9	Guantanamo Bay, Cuba	0.49
10	Holy Loch, Scotland	0.44
11	Bermuda	0.38
12	Keflavik, Iceland	0.38
13	Adak, AK	0.36
14	Sigonella, Italy	0.34
15	Atsugi, Japan	0.23
16	San Miguel, PI	0.12
17	Edzell, Scotland	0.11
18	La Maddalena, Italy	0.10
19	Lualualei, HI	0.09
20	Sasebo, Japan	0.08
21	Argentia, Newfoundland	0.07
22	Exmouth, Australia	0.06
23	Chinhae, Korea	0.05

Navy Commissary Sales — FY84

Great Lakes Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Crane, IN	1	\$ 541,188	78	19	3	+7.2	2,650	17	0.01
Great Lakes, IL	6	15,269,344	75	19	6	+10.6	18,700	68	0.42
Great Lakes Region Totals		\$15,810,532	75	19	6	+10.5	21,350	\$62	0.44

Notes: Sales data in this special *Interservice* report exclude the 5 percent commissary surcharge.

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It's A Fact!

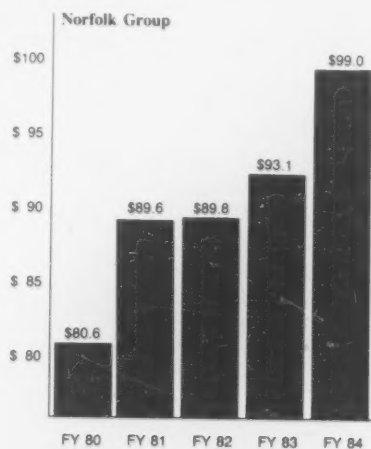
Do you know which are the 20 CONUS military commissaries reporting the highest FY84 total store sales?

1. MacDill AFB, FL (\$53,052,964)
2. Ft. Hood, TX (\$51,849,780)
3. Ft. Bragg, NC (\$51,356,606)
4. Ft. Bliss, TX (\$50,506,919)
5. Ft. Belvoir, VA (\$48,146,710)
6. McChord AFB, WA (\$46,431,307)
7. McGuire AFB, NJ (\$44,721,034)
8. Carswell AFB, TX (\$42,655,321)
9. Ft. Lewis, WA (\$41,518,103)
10. Wright-Patterson AFB, OH (\$41,376,644)
11. Miramar, CA (\$39,796,754)
12. Ft. Benning, GA (\$38,282,191)
13. Randolph AFB, TX (\$38,126,801)
14. Little Creek, VA (\$37,610,537)
15. Andrews AFB, MD (\$37,070,553)
16. Barksdale AFB, LA (\$36,706,238)
17. Tinker AFB, OK (\$36,282,836)
18. Langley AFB, VA (\$36,157,825)
19. San Diego NS, CA (\$35,562,498)
20. Ft. Ord, CA (\$35,434,257)

5-Year Total Sales Summary — (NAVRESSO) \$ Millions



5-Year Total Sales Summary — (NAVRESSO) \$ Millions



Navy Commissary Sales — FY84

Jacksonville Group									
Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Athens, GA	2	\$ 2,322,540	75	18	7	+8.0	4,400	44	0.06
Cecil Field, FL	3	6,580,869	72	23	5	+16.2	10,226	54	0.18
Charleston NS, SC	4	9,810,963	79	15	6	+25.1	25,727	32	0.27
Charleston NWS, SC	5	9,623,835	80	15	5	+24.4	10,540	76	0.27
Jacksonville, FL	8	27,065,719	75	19	6	+5.8	19,728	114	0.75
Key West, FL	3	4,549,848	74	19	7	+11.5	9,139	41	0.13
Mayport, FL	5	10,963,033	74	20	6	+7.0	11,700	78	0.30
Orlando, FL	7	21,745,376	72	21	7	+4.8	30,155	60	0.60
Jacksonville Group Totals		\$92,662,183	75	19	6	+10.3	121,615	\$ 63	2.57

Norfolk Group									
Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Little Creek, VA	8	\$37,610,537	75	18	7	+14.2	35,912	87	1.04
Norfolk, VA	6	17,588,203	77	17	6	+4.6	25,711	57	0.49
Oceana, VA	8	27,892,305	76	18	6	+9.8	23,839	98	0.77
Portsmouth, VA	6	12,992,051	76	18	6	+7.7	21,346	51	0.36
Yorktown, VA	2	2,877,743	72	22	6	+16.1	7,056	34	0.08
Norfolk Group Totals		\$98,960,839	76	18	6	+10.3	113,864	\$72	2.73

Oakland Division									
Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Alameda, CA	6	\$17,096,682	74	20	6	+5.2	22,835	62	0.47
Fallon, NV	2	1,731,507	80	17	3	+12.8	4,000	36	0.05
Lemoore, CA	4	8,085,331	80	16	4	+17.8	16,870	40	0.22
Mare Island, CA	5	10,613,120	74	19	7	+7.5	16,840	53	0.29
Moffett Field, CA	8	26,082,013	73	21	6	+7.6	18,280	119	0.72
Novato (Hamilton), CA	5	9,363,158	74	19	7	+7.4	19,500	40	0.26
Stockton, CA	2	3,373,404	78	18	4	+11.7	7,422	38	0.09
Treasure Island, CA	3	3,894,522	74	20	6	+5.2	9,696	33	0.11
Oakland Division Totals		\$80,239,737	75	20	5	+8.1	115,443	\$ 58	2.21

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Navy Commissary Sales — FY84

Patuxent River Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Annapolis, MD	4	\$ 8,409,010	72	21	7	+11.1	13,374	52	0.23
Dahlgren, VA	1	970,527	75	19	6	+21.0	4,593	18	0.03
Lakehurst, NJ	2	2,570,056	72	21	7	+15.7	5,075	42	0.07
Mitchel Field, NY	4	7,302,880	73	20	7	+5.2	13,279	46	0.20
Patuxent, MD	4	6,757,091	77	17	6	+13.8	9,406	60	0.19
Philadelphia, PA	4	9,057,939	72	21	7	+10.9	18,075	42	0.25
Patuxent River Region Totals		\$35,067,503	73	20	7	+10.8	63,802	\$46	0.97

Pensacola Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Gulfport, MS	3	\$ 4,576,065	76	18	6	+15.1	10,076	38	0.13
Memphis, TN	6	16,440,612	77	18	5	+9.7	17,600	78	0.45
Meridian, MS	5	4,182,109	76	19	5	+3.7	8,702	40	0.11
New Orleans, LA	3	9,832,917	75	19	6	+6.1	15,458	53	0.27
Pensacola, FL	6	21,196,253	74	19	7	+25.1	22,720	78	0.58
Whiting Field, FL	3	3,826,912	75	19	6	+7.2	7,870	41	0.11
Pensacola Region Totals		\$60,054,868	75	19	6	+13.8	82,426	\$61	1.66

San Diego Group

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
China Lake, CA	2	\$ 2,621,300	75	19	6	+6.0	3,927	56	0.07
El Centro, CA	1	935,121	73	20	7	+6.9	2,720	29	0.03
Long Beach, CA	7	22,238,402	71	23	6	-2.1	26,800	69	0.61
Miramar, CA	8	39,796,754	75	19	6	+26.8	38,600	86	1.10
North Island, CA	6	14,606,519	74	20	6	+7.4	14,415	84	0.40
Port Hueneme, CA	6	13,686,259	73	21	6	+5.2	16,700	68	0.38
Point Mugu, CA	3	3,552,185	76	18	6	+0.9	17,520	39	0.10
San Diego NS, CA	8	35,562,498	76	19	5	-0.4	32,590	91	0.98
San Diego NTC, CA	5	9,276,380	77	16	7	-8.7	13,238	58	0.26
San Diego Group Totals		\$142,275,418	74	20	6	+6.6	156,510	\$76	3.92

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
CONUS Totals	\$630,984,124	75%	19%	6%	+6.3%	821,425	\$ 64	17.41%

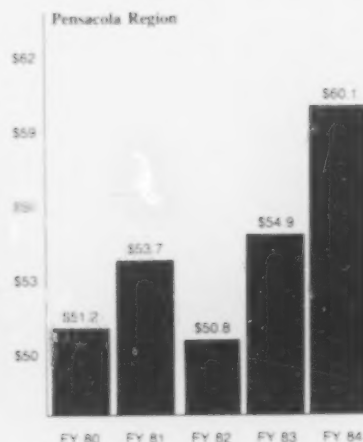
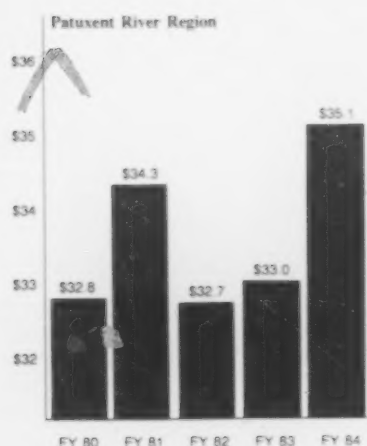
Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

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Navy Commissary Sales — FY84

5-Year Total Sales Summary — (NAVRESSO) \$ Millions



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Navy Commissary Sales — FY84

Analysis of Sales by Store & Region/Group/Division (Overseas)

Naples Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
La Maddalena	1	\$ 949,888	96	4	—	+0.7	1,500	53	0.10
Naples	4	7,194,161	83	13	4	+4.7	6,804	88	0.76
Signonella	2	3,213,419	80	16	4	+15.0	5,775	46	0.34
Naples Region Totals		\$11,357,468	83	13	4	+7.0	14,079	\$67	1.20

Pearl Harbor Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Barbers Point, HI	4	\$ 8,136,648	72	20	8	+5.0	9,660	70	0.86
Lualualei, HI	1	897,168	78	17	5	+7.6	4,009	19	0.09
Pearl Harbor, HI	8	48,615,893	75	18	7	+32.6	24,641	164	5.12
Pearl Harbor Region Totals		\$57,649,709	75	18	7	+27.4	38,310	\$125	6.07

Subic Bay Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
San Miguel, PI	1	\$ 1,163,968	76	18	6	+7.6	2,514	39	0.12
Subic Bay, PI	5	9,446,409	78	15	7	+2.0	7,032	112	0.99
Subic Bay Region Totals		\$10,610,377	77	15	8	+2.6	9,546	\$ 93	1.12

Notes: Sales data in this special Interservice report exclude the 5 percent commissary surcharge.

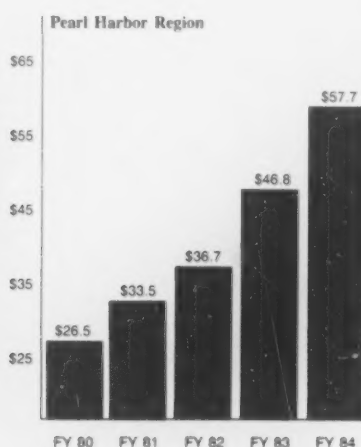
Sales classifications for Navy commissaries are based upon total average monthly sales, as follows:

Class 1 Up to \$100,000 Class 3 \$300,001-\$500,000 Class 5 \$750,001-\$1,000,000 Class 7 \$1,500,001-\$2,000,000
Class 2 \$100,001-\$300,000 Class 4 \$500,001-\$750,000 Class 6 \$1,000,001-\$1,500,000 Class 8 Over \$2,000,000

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5-Year Total Sales Summary — (NAVRESSO)/\$ Millions



Navy Commissary Sales — FY84

United Kingdom Region

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Edzell, Scotland	1	\$1,083,233	81	13	6	+0.6	3,474	26	0.11
Holy Loch, Scotland	3	4,228,461	89	9	2	+1.9	4,841	73	0.44
United Kingdom Region Totals		\$5,311,694	87	9	4	+1.6	8,315	\$53	0.56

Yokosuka Region

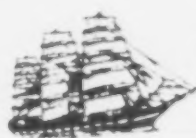
Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Atsugi, Japan	2	\$ 2,179,307	82	13	5	+9.7	6,326	29	0.23
Sasebo, Japan	1	730,058	81	15	4	+25.6	3,208	19	0.08
Yokosuka, Japan	4	8,590,427	75	17	8	+8.4	14,600	49	0.90
Yokosuka Region Totals		\$11,499,792	77	16	7	+9.6	24,134	\$40	1.21

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5-Year Total Sales Summary — (NAVERSSO) \$ Millions



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Navy Commissary Sales — FY84

Stand-Alone Stores

Store	Store Class	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
			Grocery	Meat	Produce				
Adak, AK	2	\$ 3,398,029	78	15	7	+8.2	8,480	36	0.36
Argentia, Newfoundland	1	685,355	80	14	6	+3.5	6,726	8	0.07
Bermuda	2	3,622,704	80	14	6	+13.5	5,607	54	0.38
Chinhae, Korea	1	433,391	78	19	3	+5.9	2,400	15	0.05
Exmouth, Australia	1	600,982	74	19	7	+4.3	3,077	16	0.06
Guam	5	16,537,771	75	18	7	+52.7	15,303	90	1.74
Guantanamo Bay	3	4,621,540	74	17	9	+11.6	8,100	48	0.49
Keflavik, Iceland	3	3,606,901	78	16	6	+1.7	7,784	39	0.38
Roosevelt Roads, PR	4	7,545,037	76	18	6	+12.9	10,880	58	0.79
Rota, Spain	3	5,512,325	83	14	3	-2.8	8,716	53	0.58
Stand-Alone Store Totals		\$46,564,035	77	17	6	+16.4	77,073	\$50	4.90

Totals

	Total Store \$ Sales	% of Store Total			Total Sales % Change vs. FY 83	Total Sq. Ft. Sales Area	Avg. Mo. \$ Sales/ Sq. Ft.	ACV Analysis
		Grocery	Meat	Produce				
Overseas Totals	\$142,993,075	77%	16%	7%	+14.8%	171,459	\$ 69	15.05%
Worldwide Totals	\$773,977,199	75%	19%	6%	+11.6%	992,882	\$ 65	16.92%

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Navy Commissary Store Rankings by Average Monthly \$ Sales/Square Foot...based on FY84 sales

Overseas stores are in *italics*.

Rank	Store	Avg. Mo. \$ Sales/ Sq. Ft.	26	Bremerton, WA	61	54	Novato (Hamilton), CA	40
			27	Orlando, FL	60			
			28	Patuxent, MD	60	55	Bangor, WA	39
1	<i>Pearl Harbor, HI</i>	164	29	<i>Roosevelt Roads, PR</i>	58	56	Keflavik, Iceland	39
2	Moffett Field, CA	119	30	San Diego NTC, CA	58	57	Point Mugu, CA	39
3	Jacksonville, FL	114	31	Norfolk, VA	57	58	<i>San Miguel, PR</i>	39
4	<i>Subic Bay, Philippines</i>	112	32	China Lake, CA	56	59	Gulfpport, MS	38
5	Seattle, WA	105	33	<i>Bermuda</i>	54	60	Stockton, CA	38
6	Oceana, VA	98	34	Cecil Field, FL	54	61	Adak, AK	36
7	San Diego NS, CA	91	35	<i>La Maddelena, Italy</i>	53	62	Fallon, NV	36
8	<i>Guam</i>	90	36	Mare Island, CA	53	63	Yorktown, VA	34
9	<i>Naples, Italy</i>	88	37	New Orleans, LA	53	64	Treasure Island, CA	33
10	New London, CT	88	38	<i>Rota, Spain</i>	53	65	Charleston NS, SC	32
11	Little Creek, VA	87	39	Annapolis, MD	52	66	Winter Harbor, ME	32
12	Miramar, CA	86	40	Portsmouth, VA	51	67	Beeville, TX	31
13	North Island, CA	84	41	Brunswick, ME	50	68	Scotia, NY	31
14	Whidbey Island, WA	79	42	<i>Yokosuka, Japan</i>	49	69	<i>Atsugi, Japan</i>	29
15	Mayport, FL	78	43	<i>Guantanamo Bay, Cuba</i>	48	70	El Centro, CA	29
16	Memphis, TN	78	44	Mitchel Field, NY	46	71	<i>Edzell, Scotland</i>	26
17	Pensacola, FL	78	45	<i>Sigonella, Italy</i>	46	72	Kingsville, TX	24
18	Charleston NWS, SC	76	46	Athens, GA	44	73	Cutler, ME	22
19	<i>Holy Loch, Scotland</i>	73	47	Corpus Christi, TX	43	74	<i>Lualualei, HI</i>	19
20	Newport, RI	72	48	Lakehurst, NJ	42	75	<i>Sasebo, Japan</i>	19
21	<i>Barbers Point, HI</i>	70	49	Philadelphia, PA	42	76	Dahlgren, VA	18
22	Great Lakes, IL	68	50	Key West, FL	41	77	Crane, IN	17
23	Long Beach, CA	68	51	Whiting Field, FL	41	78	<i>Exmouth, Australia</i>	16
24	Port Hueneme, CA	68	52	Lemoore, CA	40	79	<i>Chinhae, Korea</i>	15
25	Alameda, CA	62	53	Meridian, MS	40	80	<i>Argentia, Newfoundland</i>	8

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1. Camp Kinser, Japan (+78.5%)
2. RAF Greenham Common, UK (+55.1%)
3. Guam (+52.7%)
4. Robinson Barracks, FRG (+41.3%)
5. Pearl Harbor, HI (+32.6%)
6. Ramstein AB, FRG (+27.1%)
7. Sasebo, Japan (+25.6%)
8. Ft. Wainwright, AK (+24.9%)
9. Grafenwoehr, FRG (+18.9%)
10. Zaragoza, Spain (+17.7%)

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